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ABSTRACT

A national survey of instructional television (ITV) service was condicted by questionnaire in May, 1972. Some 1,331 ITV locations were surveyed and 356 responded (26.7%). The survey sought to answer a variety of questions pertaining to the overall status of ITV in the U.S. so that national policy makers could get some idea of the national programing practices. Five areas were investigated: 1) administrative and operational environment; 2) production; 3) classroom use; 4) program assessment and evaluation; 5) content design, accountability and performance. The survey broke down the responses to reveal data on broadcasters, schools, universities, fixed service facilities, and cable television. No statistical analysis is presented, only raw percentages. (MC)

A COMPOSITE PROFILE

Instructional Television Service in the United States

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Instructional Television Service in the United States

A COMPOSITE PROFILE

A report
of the
National Programming Service Survey
of Instructional Television

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conducted for
Great Plains National Instructional Television Library
Lincoln, Nebraska

by
Dr. C. Edward Cavert
Research and Development
Great Plains National

October, 1972

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Foreword

Great Plains National conducted this survey to develop a composite profile of the nature of instructional television service across the United States. Our survey complements the quantitative research that now exists with more substantive qualitative data about the nature of what is being done during the hours, with the facilities and for the learners that other surveys have counted.

Decisions about ITV made on the national level often had only scattered information about the conditions and practices on the local level. From this profile, national organizations and agencies serving instructional television can get a better picture of what actually exists in the real world.

But, these results can also be used to benefit the local ITV practitioner. By describing current programming practices nationally, there can be a more realistic base to compare individual local efforts to what others are doing in similiar facilities. The results of this survey can also be used as criteria to measure the progress being made in reaching the potential of each local ITV operation.

The survey instrument was long.

However, in the time it took to complete the survey, respondents have provided important data on the design, production, use and evaluation practices of ITV services across the nation.

Paul H. Schupbach
Director
Great Plains National

Introduction

This October, 1972 report on "Instructional Television Service in the United States" is a first time effort but one that will likely be repeated in succeeding years because of the significance of the data collected. Although the information was gathered through a questionnaire, each item had many alternatives, thus providing more in-depth reporting than in the typical survey form.

The response to the questionnaire was acceptable considering the length and complexity of the form and the time of year in which it was conducted. Because the survey form itself provided for specific responses, it would appear that rather uniform and objective responses were obtained from the various respondents.

Administrative and Operational Environment

In an economic situation where many budgets have been pruned back in the last several years, it was interesting to find that in the area of instructional television the financial and classroom support had actually increased over the past three years. It is also interesting to note that some growth is anticipated over the next three years.

The professional growth opportunities are probably greater than the data indicate because most such units will subscribe to a number of professional journals which are routed to respective staff members. There are, no doubt, occasional trips to attend national meetings even though such attendance might not be done on a regular basis.

Production

In the program planning, committees or television teachers are given primary responsibility to prepare programs for production. Very few of the respondents distinguish between content and production people and most of the operations allow these individuals to work together from the inception of the concept on through to the classroom use of the program. The significance of content is reflected in the responses since little or no attention seems to be given to the feelings of students about the programs.

Classroom Use

Consistent with the point made above is that ITV tends to be supplementary with the programs used at the classroom level at the discretion of the teacher rather than as required usage. Nearly all provide for utilization workshops in ITV, generally conducted by ITV staff specialists.

So far as supplementary material is concerned, teachers' guides are the most frequently used material. There is very little use made of non-print media (such as overhead transparencies, slides, etc.). Many of the locations do distribute annual broadcasts schedules and refer to them as supplemental material to reinforce the television broadcast.

Evaluation

There is a limited amount of program assessment or evaluation being conducted. When it does take place it is primarily in regard to the contribution of programs to classroom instructional situations as measured by such indices as frequency of use and popularity of teachers. The primary basis upon which evaluation is made is the content appropriateness and not student performance. There is a limited amount of validation of materials and most of the programs are not pre-tested and modified on the basis of such feedback before dissemination.

Design

In spite of all the discussion about making ITV an essential and integral part of instruction, the survey indicates that ITV is still looked upon as enrichment in most cases. The fears of the 1950's, reflected in the concern about direct teaching and replacing the classroom teacher, still seem to be evident in the current practices. In spite of the fact that ITV is looked upon as being enrichment, there is, on the other hand, a great deal of concern that ITV should not entertain or amuse.

It is interesting that in a day when there is considerable concern about community involvement, there appears to be limited general public influence in making programming decisions. Most of the decisions about the courses and approaches to be followed are made on the basis of the survey of classroom teachers and their desire for materials. This also suggests that a minimum amount of attention is being given to student needs.

In general, there still seems to be more attention given to the cognitive area rather than the affective area. This is reflected in the ranking of content appropriateness as one of the most important things to look for in a course.

With all the emphasis upon design, accountability and performance, it is interesting to note that very few places have full-time research people on the staff. This is in contrast to the almost universal reporting of ITV utilization individuals. There is no question but what utilization is important but unless the programs produce the kind of learning which they are designed to produce, ITV will continue to encounter problems.

Conclusion

The points made above and others are contained in the full report which follows. Anyone interested in instructional television will find these data interesting and worthy of study in considerable detail.

Wesley C. Meierhenry
Professor of Education
University of Nebraska-Lincoln

The Survey

Great Plains National Instructional Television Library conducted a national survey of the instructional television service provided across the United States. This is a report of the findings of that survey.

WHO WAS SURVEYED?

During May, 1972, Great Plains National sent survey forms to a total of 1,681 locations in the United States and Canada. All locations that are or were thought to be engaged in ITV programming were surveyed. As a result of articles in several of the professional publications, requests were received from an additional 16 locations in time to be included in the survey. A total number of 1,697 survey forms were sent out. Since the responses were tabulated, additional requests were received, but these are not included in this report.

Those types of ITV facilities surveyed included:

Open circuit broadcast stations

Open circuit, interconnected networks of stations

Elementary-Secondary School closed circuit facilities
Serving both single buildings and multiple building systems

Higher Education closed circuit facilities
Serving both single departments and campus systems

Instructional Television Fixed Service Facilities

Schools or agencies providing programs for CATV systems

Programming agencies using someone else's production facilities

State Departments of Education and State ITV Authorities

Special regional or allied agencies in ITV programming.

WHO RESPONDED TO THE SURVEY?

Of the total 1,697 forms sent out, 1,412 (or 83.2 percent) were surveys of valid locations in the United States. 226 surveys were sent to agencies not associated with ITV programming or were duplicate forms sent to the same agency. 59 locations in Canada were surveyed but were tabulated separately from the locations surveyed in the United States.

Of the 1,412 valid locations surveyed, 30.9 percent or 437 responded to the survey. Of these, 62 reported providing no ITV service and thus the survey did not apply to their operation. 19 survey instruments were returned with responses too incomplete to be tabulated.

Thus, of the adjusted total of 1,331 valid locations surveyed in the United States, complete responses were received from 356 locations for a 26.7 percent usable return. Of the 59 surveys made in Canada, responses were received from 12 representing a 20.3 percent return from those locations.

HOW WERE THE RESPONSES TO THE SURVEY TABULATED?

The responses to the survey were analyzed by conducting an item analysis of the responses to each question. The total responses from all those returning the survey were tabulated to indicate the responses from each type of ITV facility surveyed and from each of ten geographic areas in the United States and Canada. Where ITV facilities provided service to different types of operations (such as an ITFS facility that also produced programs for a community CATV system), the responses were tabulated and reported in both categories.

Broadcast stations, open circuit networks, programming agencies for broadcast operations and state ITV authorities and departments of education that were surveyed were included together as ITV programming agencies for Broadcast operations in tabulating and reporting the results of the survey. Of the 172 valid surveys made of operations in this category, responses were received from 105, or 61.0 percent. Of these, 97 reported they did provide an ITV service or the survey form was complete enough to use to tabulate the results.

Distribution of Locations Surveyed
BROADCAST OPERATIONS

Northeast	Mid-Atlantic	Midwest	Great Plains	Rocky Mountain	West	Northwest	South	Southwest	Invalid Locations	Total
18	33	37	14	4	18	16	46	15	(29)	172
61.1%	*33.3%*	*31.4%*	*50.0%*	*50.0%*	*44.4%*	*68.8%*	*39.1%*	*66.7%*	-	*61.0%*

Total Surveyed Within Each Geographic Region
Percent Responding

Closed circuit facilities on the elementary and secondary levels in public and non-public schools, serving both single buildings, multiple buildings or system-wide closed circuit systems were included together as School CCTV facilities in tabulating and reporting the results of the survey. Of the locations surveyed in this category, 37.4 percent were known to have television video tape equipment to serve a single school building unit. The 96 responses received from School CCTV facilities represented 20.6 percent of the 467 valid locations surveyed. Of these, 74 reported they did provide an ITV service or the form returned was complete enough to use to tabulate the results.

Distribution of Locations Surveyed
SCHOOL CCTV FACILITIES

Northeast	Mid-Atlantic	Midwest	Great Plains	Rocky Mountain	West	Northwest	South	Southwest	Invalid Locations	Total
64	97	150	21	19	52	28	67	12	(43)	467
34.4%	*13.4%*	*15.3%*	*9.5%*	*15.8%*	*1.9%*	*17.9%*	*3.0%*	*25.0%*	-	*20.6%*

Total Surveyed Within Each Geographic Region
Percent Responding

Closed circuit facilities serving individual departments and campus-wide complexes at institutions of higher education were included together as University CCTV facilities in tabulating and reporting the results of the survey. Of the locations surveyed in this category, 45.4 percent were known to have television video tape equipment to serve a single department within a university. The 199 responses received from University CCTV facilities represented 27.4 prcent of the total 725 valid locations surveyed. Of these, 152 reported they did provide an ITV service or the form returned was complete enough to use to tabulate the results.

Distribution of Locations Surveyed
UNIVERSITY CCTV FACILITIES

Northeast	Mid-Atlantic	Midwest	Great Plains	Rocky Mountain	West	Northwest	South	Southwest	Invalid Locations	Total
74	123	230	40	31	75	31	157	41	(77)	725
40.5%	*9.8%*	*18.7%*	*15.0%*	*32.3%*	*12.0%*	*29.0%*	*17.8%*	*12.2%*	-	*27.4%*

Total Surveyed Within Each Geographic Region
Percent Responding

A total of 47 valid locations of Instructional Television Fixed Service operations were surveyed. Of these, responses were received from 43 representing a 91.5 percent return. All responses from ITFS facilities were complete enough to be used to tabulate the results.

Distribution of Locations Surveyed
ITFS OPERATIONS

Northeast	Mid-Atlantic	Midwest	Great Plains	Rocky Mountain	West	Northwest	South	Southwest	Invalid Locations	Total
7	4	17	0	1	8	1	6	5	(3)	47
85.7%	*50.0%*	*94.1%*	*0*	*100%*	*87.5%*	*100%*	*83.3%*	*100%*	-	*91.5%*

Total Surveyed Within Each Geographic Region
Percent Responding

Only twenty locations were surveyed where schools or programming agencies were primarily engaged in providing programs for use on Community Antenna Television Systems (CATV). Ten responded to the survey. However, because this sample size was so small, a great deal of caution is urged in reading any percentage of responses from CATV systems in this report.

Distribution of Locations Surveyed
ITV SERVICE TO CATV SYSTEMS

Northeast	Mid-Atlantic	Midwest	Great Plains	Rocky Mountain	West	Northwest	South	Southwest	Invalid Locations	Total
3	3	9	3	4	1	2	5	1	(11)	20
100%	*0*	*11.1%*	*33.3%*	*50.0%*	*0*	*50.0%*	*20.0%*	*100%*	-	*50.0%*

Total Surveyed Within Each Geographic Region
Percent Responding

WHERE WERE THE OPERATIONS SURVEYED LOCATED?

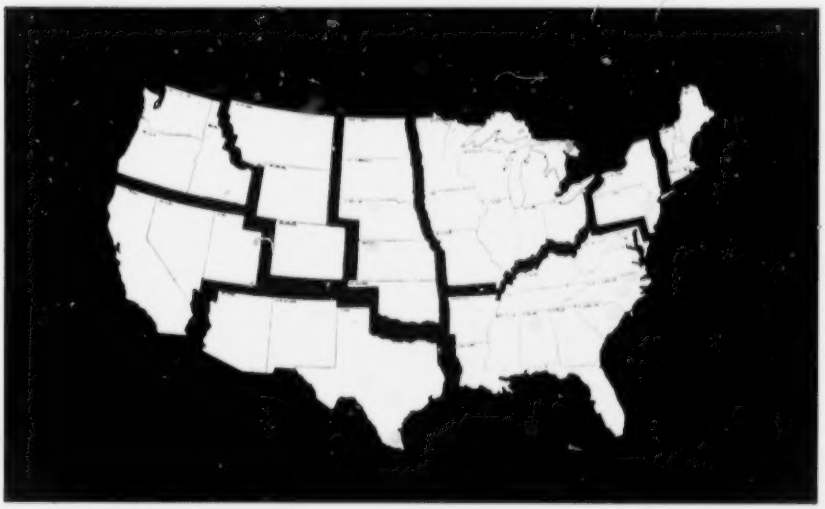
10.9 percent of all ITV facilities surveyed were located in the Northeast geographic region of the United States. The 66 responses received from this region represented 42.9 percent of the 154 ITV operations surveyed. All the responses from the Northeast region were complete enough to be used to tabulate the results of the survey.

Distribution of ITV Facilities
NORTHEAST REGION

showing
Representativeness of Survey Responses

BDCST	SCHOOL CCTV	UNIV CCTV	ITFS	CATV
9.0%	11.9%	9.2%	14.3%	9.6%
11.3%	*58.7%*	*12.7%*	*14.0%*	*30.0%*

Percent of Facility Type Within Region
Percent of Type of Facility Responding



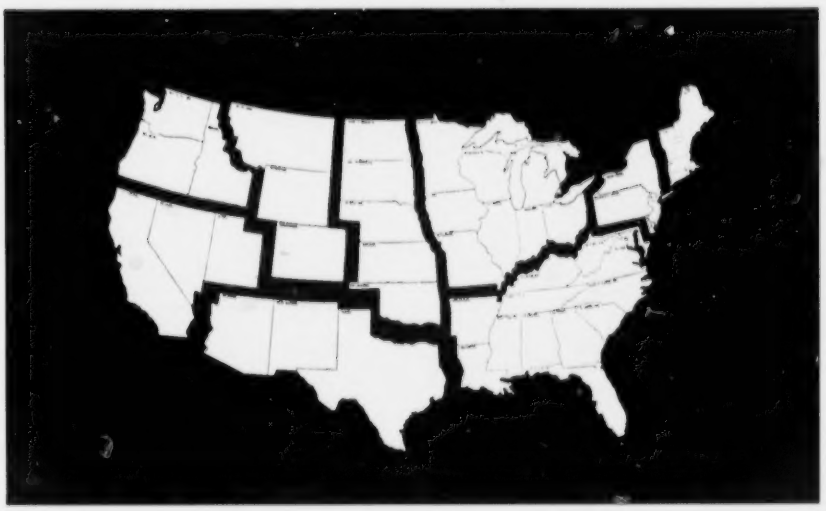
17.4 percent of all ITV facilities surveyed were located in the Mid-Atlantic geographic region of the United States. The 52 responses received from this region represented 21.2 percent of the 245 ITV operations surveyed. 38 of these responses reported providing an ITV service or were complete enough to use to compile the survey results.

Distribution of ITV Facilities
MID-ATLANTIC REGION

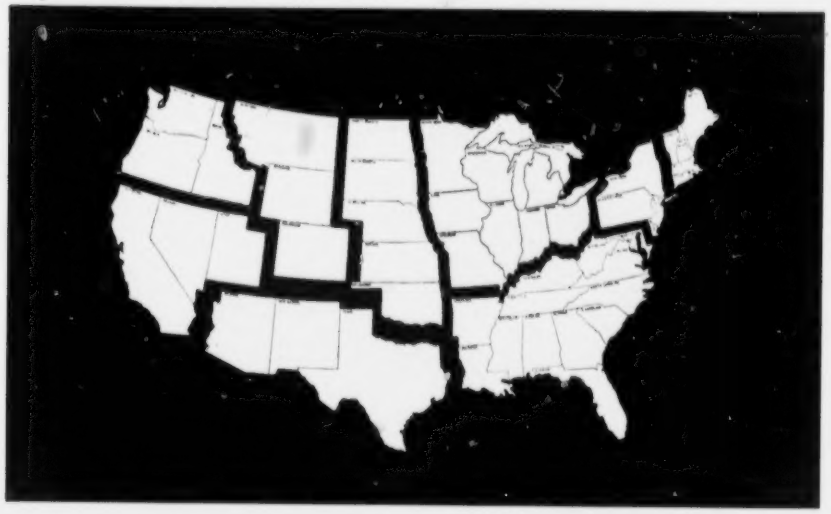
showing
Representativeness of Survey Responses

BDCST	SCHOOL CCTV	UNIV CCTV	ITFS	CATV
16.4%	18.1%	15.3%	8.2%	9.6%
11.3%	*17.6%*	*7.9%*	*4.7%*	*0*

Percent of Facility Type Within Region
Percent of Type of Facility Responding



27.1 percent of all ITV facilities surveyed were located in the Midwest region of the United States. The 123 responses received from this region represented 32.1 percent of the 383 ITV operations surveyed. 100 of these reported providing an ITV service or were complete enough to use to tabulate the survey results.



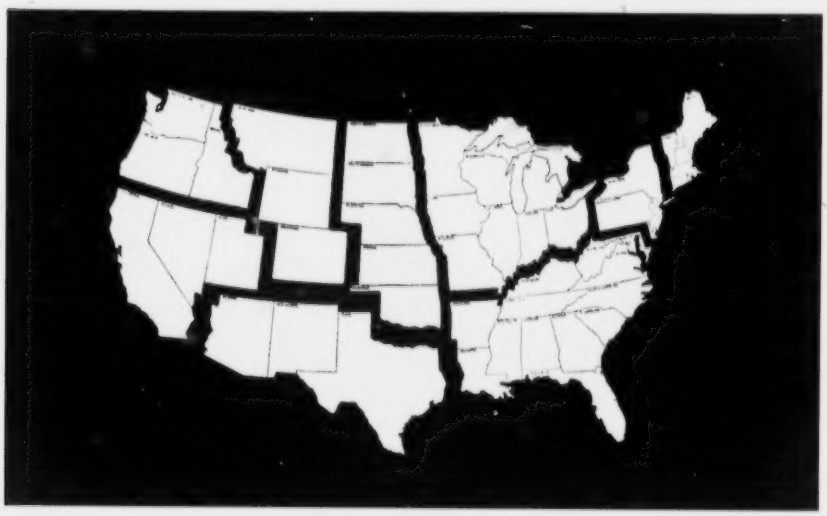
Distribution of ITV Facilities
MIDWEST REGION

showing
Representativeness of Survey Responses

BDCST	SCHOOL CCTV	UNIV CCTV	ITFS	CATV
18.4%	28.0%	28.7%	34.7%	29.0%
12.5%	*31.1%*	*28.3%*	*37.5%*	*10.0%*

Percent of Facility Type Within Region
Percent of Type of Facility Responding

4.2 percent of all ITV facilities surveyed were located in the Great Plains geographic region of the United States. The 19 responses received from this region represented 31.7 percent of the 60 ITV operations surveyed. 14 of these responses reported providing an ITV service or were complete enough to use to tabulate the survey results.



Distribution of ITV Facilities
GREAT PLAINS REGION

showing
Representativeness of Survey Responses

BDCST	SCHOOL CCTV	UNIV CCTV	ITFS	CATV
7.0%	3.9%	5.0%	0	9.6%
7.2%	*2.7%*	*3.3%*	*0*	*10.0%*

Percent of Facility Type Within Region
Percent of Type of Facility Responding

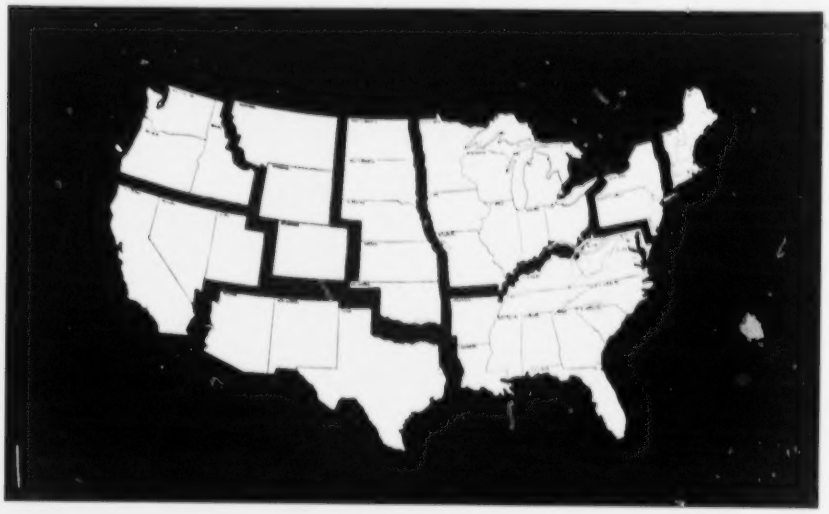
3.0 percent of all ITV facilities surveyed were located in the Rocky Mountain region of the United States. The 15 responses received from this region represented 34.9 percent of the 43 ITV operations surveyed. All were usable in tabulating the results of the survey.

Distribution of ITV Facilities
ROCKY MOUNTAIN REGION

showing
Representativeness of Survey Responses

BDCST	SCHOOL CCTV	UNIV CCTV	ITFS	CATV
2.0%	3.5%	3.9%	2.0%	12.9%
3.1%	4.1%	6.8%	5.2%	50.0%

Percent of Facility Type Within Region
Percent of Type of Facility Responding



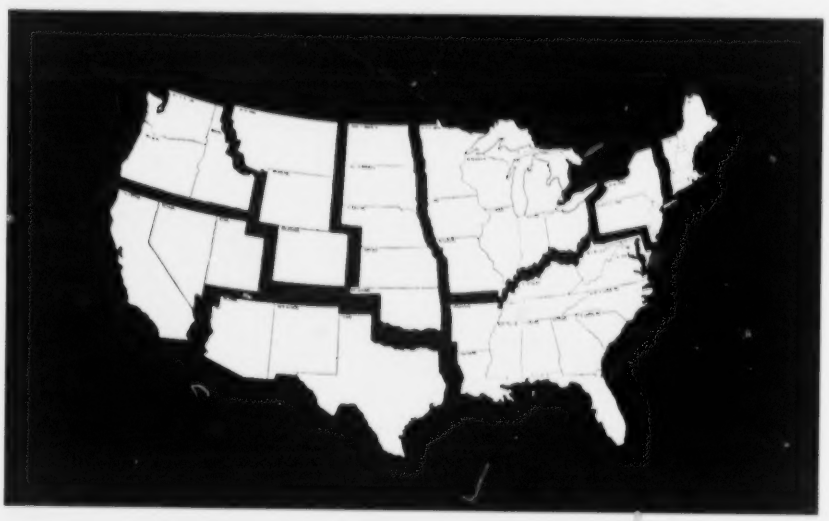
10.4 percent of all ITV facilities surveyed were located in the Western part of the United States. (For this survey, ITV operations in Hawaii were included in the Western region.) The 36 responses received from this area represented 24.5 percent of the 147 ITV operations surveyed. Of these responses, 24 reported providing an ITV service or were complete enough to use to tabulate the survey results.

Distribution of ITV Facilities
WEST REGION

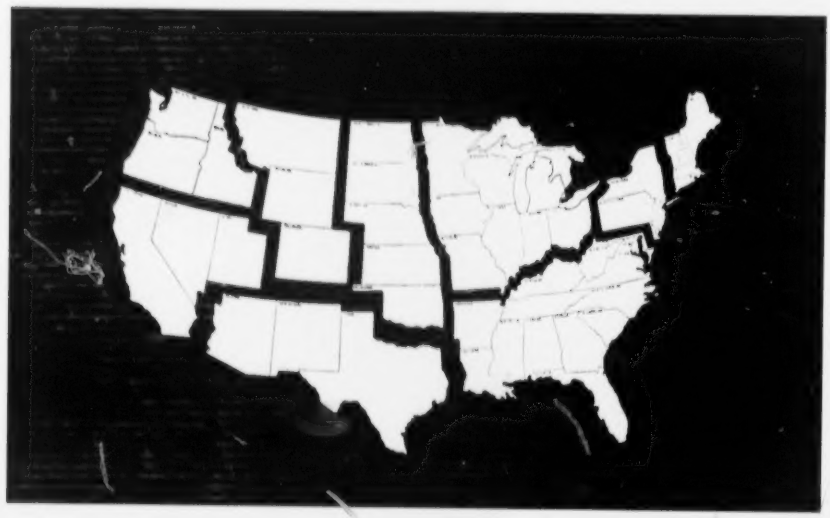
showing
Representativeness of Survey Responses

BDCST	SCHOOL CCTV	UNIV CCTV	ITFS	CATV
9.0%	9.7%	9.4%	16.3%	3.2%
8.2%	1.4%	6.8%	16.2%	0

Percent of Facility Type Within Region
Percent of Type of Facility Responding



4.8 percent of all ITV facilities surveyed were located in the Northwest geographic region of the United States. (For this survey, ITV operations in Alaska were included in the Northwest region.) Within this area, the 26 responses received represented 38.2 percent of the 68 ITV operations surveyed. Of these, all but one were used to compile the survey results.



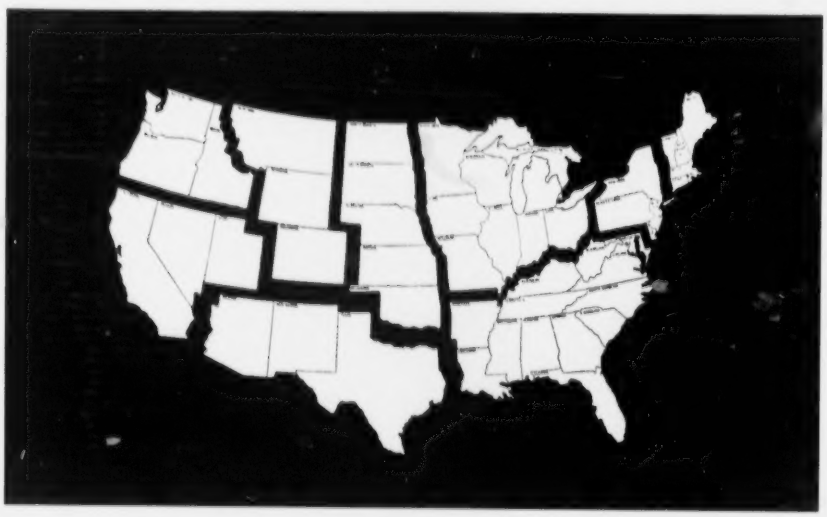
Distribution of ITV Facilities
NORTHWEST REGION

showing
Representativeness of Survey Responses

BDCST	SCHOOL CCTV	UNIV CCTV	ITFS	CATV
8.0%	7.9%	3.9%	2.0%	6.5%
11.8%	*6.8%*	*6.8%*	*5.8%*	*10.3%*

Percent of Facility Type Within Region
Percent of Type of Facility Responding

17.1 percent of all ITV facilities surveyed were located in the South geographic region of the United States. The 60 responses received from this region represented 24.8 percent of the 242 ITV operations surveyed. 52 of these responses reported providing an ITV service or were complete enough to use to tabulate the results of the survey.



Distribution of ITV Facilities
SOUTH REGION

showing
Representativeness of Survey Responses

BDCST	SCHOOL CCTV	UNIV CCTV	ITFS	CATV
22.9%	12.5%	19.6%	12.2%	15.6%
18.6%	*8.7%*	*18.4%*	*11.6%*	*10.0%*

Percent of Facility Type Within Region
Percent of Type of Facility Responding

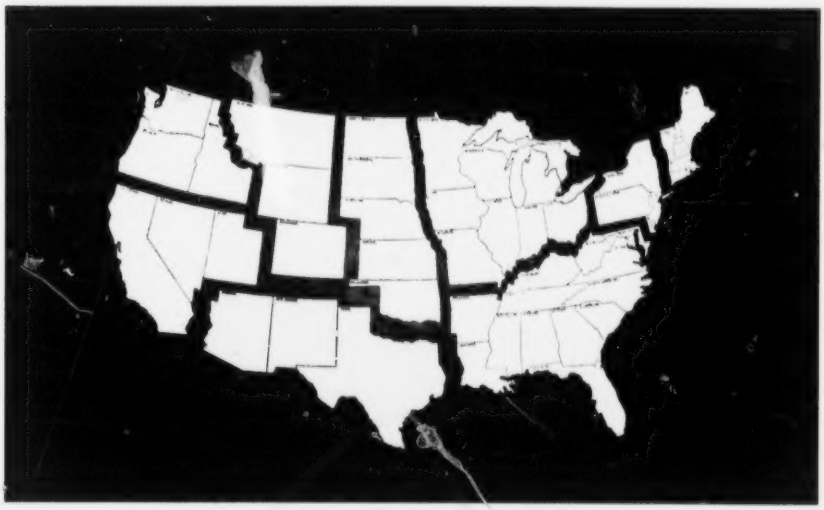
5.0 percent of all ITV facilities surveyed were located in the Southwest geographic region of the United States. The 26 responses received from this region represented 37.1 percent of the 70 ITV operations surveyed. Of these 26 responses, 22 reported providing an ITV service or were complete enough to use to tabulate the results of the survey.

Distribution of ITV Facilities
SOUTHWEST REGION

showing
Representativeness of Survey Responses

BDCST	SCHOOL CCTV	UNIV CCTV	ITFS	CATV
7.5%	3.4%	5.1%	10.2%	3.2%
10.3%	*4.1%*	*8.3%*	*11.6%*	*10.0%*

Percent of Facility Type Within Region
Percent of Type of Facility Responding



The Administrative and Operational Environment for ITV

The national profile of ITV programming practices required first a survey of some of the administrative and operational conditions that exist in conducting an ITV service in all types of facilities. Information was sought in the survey to establish within what framework programs for an ITV service are designed, produced, used and evaluated.

WHAT ARE THE PATTERNS OF FINANCIAL SUPPORT FOR THE ITV SERVICE?

The survey sought information about what has been and what will be the pattern of financial support for the ITV service.

Those surveyed were asked to report on the pattern of financial support for their ITV operation over the past three years. The dominant response from all facilities except Broadcast operations was that about the same amount is budgeted now as three years ago. From those responding for Broadcast operations, 29.7 percent reported slightly more was budgeted now for ITV than three years ago. From the respondents of this same group, an additional 27.5 percent reported a substantial increase in their budgets now than they had three years ago.

What has been the pattern of financial support for your ITV service over the **past** three years?	TOTAL	BDCST	SCHOOL CCTV	UNIV CCTV	ITFS	CATV
	336	91	68	144	42	9
☐ Drastic reduction in the amount budgeted for ITV	17.6%	12.1%	19.1%	20.1%	16.7%	11.1%
☐ Slightly less budgeted now for ITV than 3 years ago	13.1%	11.0%	16.2%	9.7%	21.4%	0
☐ About the same amount budgeted now as was budgeted 3 years ago	25.6%	19.8%	**30.9%**	**27.1%**	**23.8%**	22.2%
☐ Slightly more budgeted now for ITV than 3 years ago	**29.1%**	**29.7%**	19.1%	25.0%	19.0%	**33.3%**
☐ Substantially more budgeted now for ITV than 3 years ago	19.6%	27.5%	14.7%	18.1%	19.0%	**33.3%**

Those surveyed were then asked what they would project the pattern of financial support for their ITV service would be in the next three years. The dominant response from all types of ITV facilities reporting was that slightly more will be budgeted for ITV in the next three years.

What do you project the pattern of financial support for your ITV service will be in the **next** three years?	TOTAL	BDCST	SCHOOL CCTV	UNIV CCTV	ITFS	CATV
	339	90	69	147	43	10
☐ Drastic reduction of present amount will then be budgeted for ITV	8.3%	8.9%	8.7%	8.8%	2.3%	0
☐ Slightly less will be budgeted for ITV in 3 years	11.8%	4.4%	17.4%	10.9%	20.9%	10.0%
☐ About the same amount will be budgeted in 3 years as is budgeted now	29.2%	31.1%	30.4%	27.9%	23.3%	10.0%
☐ Slightly more will be budgeted in 3 years than is now	**36.0%**	**36.7%**	**34.8%**	**37.4%**	**39.5%**	**70.0%**
☐ Substantially more will be budgeted in 3 years for ITV than is now	14.7%	18.9%	8.7%	15.0%	14.0%	10.0%

In comparing the patterns of actual financial support reported for the past three years with what ITV practitioners project will be the pattern over the next three years the trend appears to be optimistic. Universally, from all types of ITV operations, those surveyed reported an anticipated increase in their budgets during the next three years. While of the total of all facilities responding, 17.6 percent indicated a drastic reduction in the amount they now have budgeted over what they had three years ago, 8.3 percent project a drastic reduction in the next three years.

WHAT ARE THE PATTERNS OF ADMINISTRATIVE SUPPORT FOR THE ITV SERVICE?

The survey sought information about what has been and what will be the pattern of administrative support for the ITV service.

Those surveyed were asked to report on the pattern of administrative support in the schools over the past three years. Well over a third of all those responding indicated there were much more favorable administrative attitudes toward ITV now than there were three years ago. Of the total responding, 4.1 percent indicated indifference in the school administrative support or that forces are now actively working against ITV's continued use.

What do you think has been the pattern of administrative support in the schools for your ITV service over the **past** three years?	TOTAL	BDCST	SCHOOL CCTV	UNIV CCTV	ITFS	CATV
	344	93	70	146	43	10
☐ Much more favorable administrative attitudes now	36.5%	34.4%	40.0%	34.9%	44.2%	50.0%
☐ More tolerant now of ITV's use	24.9%	35.5%	17.1%	21.9%	23.3%	20.0%
☐ Attitudes toward ITV now about the same as 3 years ago	29.2%	21.5%	32.9%	33.6%	25.6%	30.0%
☐ Increasing apathy toward ITV's use	5.3%	4.3%	7.1%	4.1%	7.0%	0
☐ Complete indifference about ITV's use	1.8%	2.2%	2.9%	1.4%	0	0
☐ Forces actively working against ITV's continued use	2.3%	2.2%	0	4.1%	0	0

Those surveyed were then asked what they thought the pattern of administrative support in the schools will be in the next three years. Again, well over a third indicated that there will be a much more favorable attitude than there is now.

What do you think the pattern of administrative support in the schools for your ITV service will be in the **next** three years?	TOTAL	BDCST	SCHOOL CCTV	UNIV CCTV	ITFS	CATV
	339	91	69	147	42	10
☐ There will be a much more favorable attitude then than now	38.6%	36.3%	47.8%	34.9%	40.5%	60.0%
☐ Will be more tolerant then of ITV's use	22.1%	25.3%	18.8%	21.9%	14.3%	20.0%
☐ Attitudes toward ITV will be about the same then as now	33.9%	33.0%	31.9%	33.3%	38.1%	20.0%
☐ There will be increasing apathy toward ITV's use	2.1%	1.1%	0	3.4%	2.4%	0
☐ There will be complete indifference then toward ITV's use	1.5%	2.2%	1.4%	1.4%	0	0
☐ There will be forces actively working against ITV's continued use	1.8%	2.2%	0	1.4%	4.8%	0

In comparing the patterns of actual support reported for the past three years with what is projected for the next three years, attitudes toward ITV in the schools should be much more favorable. Where, from the total of all types of facilities responding, 9.4 percent indicated some degree of decline in the administrative support in the schools over the past three years, 5.4 percent project a decline in the next three years.

WHAT ARE THE PATTERNS OF CLASSROOM SUPPORT FOR THE ITV SERVICE?

The survey sought information about what has been and what will be the pattern of classroom use of ITV service.

The dominant response from all ITV facilities combined was that there was some increase in the number of programs now used in the classrooms compared to three years ago. Decreases in the number of programs now used was reported by 8.5 percent of the total and those responding for University CCTV facilities accounted for over sixty percent of that number.

What has been the pattern of classroom use of your ITV service over the **past** three years?	TOTAL	BDCST	SCHOOL CCTV	UNIV CCTV	ITFS	CATV
	341	90	70	148	43	10
☐ Dramatic increase in number of programs used	29.0%	24.4%	27.1%	30.4%	37.2%	30.0%
☐ Some increase in number of programs used	35.8%	38.9%	32.9%	33.1%	39.5%	20.0%
☐ More increases than decreases in programs used	13.8%	18.9%	21.4%	10.8%	7.0%	40.0%
☐ Number of programs used is about the same	12.9%	12.2%	14.3%	14.2%	4.7%	0
☐ More decreases than increases in programs used	5.0%	2.2%	1.4%	7.4%	9.3%	10.0%
☐ Noticeable decrease in number of programs used	2.3%	2.2%	2.9%	2.0%	2.3%	0
☐ Extensive decrease in number of programs used	1.2%	1.1%	0	2.0%	0	0

Those surveyed were then asked what they thought the pattern of classroom use of their ITV service will be in the next three yars. The dominant pattern was represented by the 43.3 percent of all those responding who indicated there will be some increase in the number of programs used in the classroom three years from now.

What do you think the pattern of classroom use of your ITV service will be in the **next** three years?	TOTAL	BDCST	SCHOOL CCTV	UNIV CCTV	ITFS	CATV
	344	92	71	149	42	10
☐ Dramatic increase in number of programs used	27.6%	19.6%	26.8%	33.6%	28.6%	40.0%
☐ Some increase in number of programs used	43.3%	43.5%	50.7%	39.6%	38.1%	20.0%
☐ More increases than decreases in programs used	14.8%	14.1%	14.1%	15.4%	21.4%	40.0%
☐ Number of programs used will be about the same	11.0%	19.6%	7.0%	7.4%	9.5%	0
☐ More decreases than increases in programs used	0.9%	1.1%	0	0.7%	2.4%	0
☐ Noticeable decrease in number of programs used	1.2%	1.1%	0	2.0%	0	0
☐ Extensive decrease in number of programs used	1.2%	1.1%	1.4%	1.3%	0	0

In comparing the patterns of classroom use over the past three years with the projected use over the next three years, there was some variance noted in the responses from different types of ITV facilities. While the overall average showed slightly less optimism than was seen in interpreting the data for the financial and administrative support, the respondents generally anticipated growth in the number of programs that will be used. The overall rate of increase, however, was less than for other aspects of ITV support. 3.3 percent of all facilities responding anticipated actual decreases in the number of programs used in the next three years as compared to the 8.5 percent who reported decreases in the past three years.

WHAT ARE THE PATTERNS OF ORGANIZATIONAL SUPPORT WITHIN THE ITV ORGANIZATION?

The survey sought information about the characteristics of ITV staff people and how professional staff development is encouraged and provided for within the ITV operation itself.

Those surveyed were asked to indicate in what area most of their key ITV staff had their academic training. Over sixty percent of those responding from Broadcast operations and half of those responding from School CCTV operations reported that most of their ITV staff had their academic training in the field of education. Dominant among those reporting from University CCTV and ITFS was that most of their key ITV staff had their academic training in the field of Radio-Television.

In general, in what area has most of your key ITV staff had their academic training? (Check the **one** area below you feel describes most of your key staff people.)	TOTAL	BDCST	SCHOOL CCTV	UNIV CCTV	ITFS	CATV
	329	90	68	143	38	10
☐ Education	40.7%	62.2%	50.0%	23.1%	42.1%	50.0%
☐ Radio-Television	44.2%	35.6%	23.5%	57.7%	47.4%	30.0%
☐ Speech Drama	4.6%	5.6%	1.5%	5.6%	2.6%	0
☐ Liberal Arts	11.0%	13.3%	11.8%	7.7%	13.2%	0
☐ Audiovisual Instructional Media	21.0%	10.0%	25.4%	24.5%	26.3%	20.0%

In the survey it was also asked what area most of the key ITV staff had the greatest amount of practical experience. Experience in teaching was the dominant field for staff members of School CCTV operations as reflected by 45.6 percent of the total responding for that group. Dominant in all other types of facilities was practical experience in educational/public television.

In general, in what area has most of your key ITV staff had the greatest amount of practical experience? (Check the **one** area below you feel describes most of your key staff people.)	TOTAL	BDCST	SCHOOL CCTV	UNIV CCTV	ITFS	CATV
	333	92	68	143	40	10
☐ Educational Administration	6.6%	9.8%	4.4%	4.9%	7.5%	0
☐ Teaching	31.2%	40.2%	45.6%	20.3%	30.0%	50.0%
☐ Commercial Television	11.7%	6.5%	5.9%	14.4%	17.5%	0
☐ Educational/Public Television	35.4%	46.7%	19.1%	37.8%	30.0%	40.0%
☐ Film production	3.6%	3.3%	1.5%	4.9%	2.5%	0
☐ Talent	1.5%	1.1%	1.5%	1.4%	2.5%	0
☐ Audiovisual/Instructional Media	27.1%	10.9%	27.9%	34.5%	32.5%	10.0%

Those surveyed were also asked how their ITV staff was kept up-to-date on the latest developments in the field. When the responses from all types of ITV facilities were combined, 90.7 percent reported that they did provide specific encouragement or opportunities to keep their staff up with the latest developments in the field. The ways used most frequently were through professional conferences and professional journals.

How is your ITV staff kept up to date on the latest developments in the field? (Indicate the way used most often in your operation.)	TOTAL 345	BDCST 94	SCHOOL CCTV 71	UNIV CCTV 147	ITFS 43	CATV 10
☐ Professional Conferences	44.5%	56.8%	33.8%	42.2%	46.5%	60.0%
☐ Professional library is a part of the physical facility	20.0%	22.3%	15.5%	19.7%	23.3%	20.0%
☐ Journals are subscribed to and routed to the staff	51.0%	63.8%	38.0%	50.3%	44.2%	40.0%
☐ Unsolicited professional journals are made available	15.1%	18.1%	4.2%	17.7%	16.3%	10.0%
☐ Staff is encouraged to keep up with latest developments by reading on their own	31.0%	40.4%	22.5%	30.6%	25.6%	30.0%
☐ Latest developments in ITV are discussed at staff meetings	22.0%	29.8%	15.5%	19.7%	20.9%	10.0%
☐ Latest developments in ITV are discussed in unplanned, informal meetings among staff members and visitors	26.6%	26.6%	15.5%	31.8%	23.3%	10.0%
☐ No specific encouragement or opportunities are provided in a planned way to keep the staff up with the latest developments	9.3%	3.2%	10.0%	13.0%	7.0%	10.0%

The survey also sought information on how much reliance is placed on professional conferences and meetings for staff development. Dominant among those responding from Broadcast operations was attendance at the NAEB National Convention. 59.3 percent of those responding from School CCTV facilities indicated reliance on attendance at state or regional audiovisual conventions or meetings as dominant for the group. More frequently mentioned by those responding from University CCTV facilities was attendance at the AECT (DAVI) National Convention, although almost the same number of that group responded that they relied on attendance also at the NAEB National Convention. Attendance at state or regional audiovisual meetings and attendance at the NAEB National Convention was reported by the same number of respondents from ITFS facilities as the key professional conference they rely on for professional staff development.

How much do you rely on professional conferences and meetings for professional staff development? (Indicate the one way most often used for your staff.)	TOTAL 315	BDCST 90	SCHOOL CCTV 59	UNIV CCTV 136	ITFS 40	CATV 10
☐ Attendance at the NAEB National Convention	40.3%	48.9%	22.0%	41.2%	40.0%	20.0%
☐ Attendance at the NAEB Regional Conventions or meetings	16.2%	26.7%	0	15.4%	15.0%	0
☐ Attendance at the AECT (DAVI) National Convention	32.4%	14.4%	30.5%	48.5%	20.0%	30.0%
☐ Attendance at State or Regional Audiovisual Conventions or meetings	45.3%	42.9%	59.3%	44.1%	40.0%	70.0%
☐ Attendance at other regional, local or national conferences	27.2%	43.3%	20.7%	17.4%	27.5%	0

Design

The profile of ITV practices required a survey of some of the conditions for the Design of programs in an ITV service. Design included what an ITV service is expected to do and how that task is accomplished.

WHAT SERVICE TO THE SCHOOLS IS ITV EXPECTED TO PERFORM?

Those surveyed were asked to describe the relative importance of the ways ITV should be used in the schools. The operational philosophy ranked as most important was the use of ITV to extend or enrich resources already in the educational program. The relative ranking of alternative philosophies in the survey form showed a uniform consistency in all types of ITV facilities.

How would you describe the relative importance of the operational philosophy of the way ITV should be encouraged to be used in the schools?

(Indicate a number 1 for the statement of philosophy describing the one you think is most important, and a number 4 for the one you think is least important in your operation. Leave blank any statements of philosophy that do not apply to your operational situation.)

	TOTAL	BDCST	SCHOOL CCTV	UNIV CCTV	ITFS	CATV
☐ ITV is seen primarily to extend or enrich resources already used in the educational program.	1	1	1	1	1	4
☐ ITV is seen primarily to give the teacher material to use in an established instructional process.	2	2	2	2	2	2
☐ ITV is seen primarily to facilitate a classroom course-of-study by providing a scope and sequence for the teacher to follow in the classroom.	3	3	3	3	3	3
☐ ITV is seen primarily to provide instruction directly to the student without relying on other instructional intervention.	4	4	4	4	4	1

Average Rank Order Indicated

WHAT SERVICE DOES ITV ACTUALLY PERFORM FOR THE SCHOOLS?

ITV practitioners were asked to describe the balance of intents reflected in their ITV service to the schools. The close ranking of intents to Enrich, to Inform and to Instruct would indicate a balance of these three factors in most types of ITV service. There was almost uniformly low ranking of the intent to contribute to learning by providing a vehicle for diversion or escape through entertainment in the formal academic environment.

How would you describe the balance of intents reflected in your ITV service to the schools, according to the classifications given below?

(Indicate a number 1 for the statement of intent describing the greatest number of your programs, and a number 4 describing the intent of the least. If necessary, leave blank any classifications that do not describe the intent of any of your programs.)

	TOTAL	BDCST	SCHOOL CCTV	UNIV CCTV	ITFS	CATV
To contribute to learning by providing a vehicle for diversion or escape through entertainment in the formal academic environment.	4	4	4	4	4	4
To add to other influences on learning by providing a greater range of experiences to which the individual is exposed in his daily life.	3	1	1	3	3	3
To provide a source of information about concepts or ideas that can be used by others.	2	2	2	2	2	1
To attempt directly to change the way an individual responds by providing experiences that require no other instructional intervention.	1	3	3	1	1	2

Average Rank Order Indicated

HOW IS THE SELECTION AND PLANNING OF ITV ACTUALLY ACCOMPLISHED?

The survey sought to determine the relative importance of various factors in the selection of a program for the ITV service.

Of the ways listed to select programs, over ninety-five percent of those responding indicated Content Appropriateness as being the most frequently used. The way least used was Popularity where 70.3 percent of those responding indicated this factor as important in the selection of programs.

Of the factors listed below, what importance do you place in what to look for in the selection of a program to be a part of your ITV service?
(Beginning with a number 1 for the factor you consider most important, indicate a rank order for the others. Leave blank any factors you do not feel important or do not consider in your program selection.)

	TOTAL	BDCST	SCHOOL CCTV	UNIV CCTV	ITFS	CATV
	354	97	74	151	42	10
☐ Cost	84.2% (5)	84.5% (6)	77.0% (7)	87.4% (4)	78.6% (5)	80.0% (3)
☐ Content appropriateness	**95.8% (1)**	**96.0% (1)**	**96.0% (1)**	95.4% (1)	**97.6% (1)**	90.0% (1)
☐ Availability of material	72.0% (6)	70.1% (7)	75.7% (4)	70.2% (6)	90.5% (6)	60.0% (6)
☐ Production and technical aspects	84.5% (4)	85.6% (5)	75.7% (6)	85.4% (5)	90.5% (4)	70.0% (5)
☐ Evaluation results (evidence of success)	82.2% (3)	84.5% (3)	77.0% (3)	80.1% (3)	90.5% (3)	70.0% (4)
☐ Talent of the television teacher	70.6% (8)	74.2% (8)	68.9% (8)	68.2% (7)	73.8% (8)	70.0% (7)
☐ Quality of the design as a part of instruction for the student	83.6% (2)	83.5% (2)	81.1% (2)	**99.3% (2)**	92.9% (2)	**100% (2)**
☐ Popularity indicated by requests of using teachers to continue	70.3% (7)	81.4% (4)	77.0% (5)	57.6% (8)	76.2% (7)	60.0% (8)

Percent of Those Indicating Factor Used
(Average Rank of Importance When Used)

Important to the selection and planning of ITV is how the characteristics of students in the target audience are determined. In 39.2 percent of all types of ITV facilities responding, no specific research information is collected before the programs are planned or selected. However, in 31.7 percent of all facilities, the planning and selection committees were expected to get this information themselves as a part of their planning responsibilities. In Broadcast operations and ITFS facilities, this was the dominant way indicated. In 7.8 of all types of ITV facilities was there a full time ITV research person on the staff to get information on the characteristics of the students in the target audience.

How do you determine the characteristics of the students in the target audience?

	TOTAL	BDCST	SCHOOL CCTV	UNIV CCTV	ITFS	CATV
	344	96	68	148	42	10
☐ Full time ITV research person is on the staff to get this information	7.8%	11.5%	2.9%	4.1%	19.0%	0
☐ Planning and selection committees have access to non-staff research people for this information when needed.	11.9%	17.7%	10.3%	8.1%	11.9%	0
☐ Planning and selection committees are expected to get this information themselves as a part of their planning responsibilities.	31.7%	**39.6%**	30.9%	30.4%	**28.6%**	**70.0%**
☐ Information about the students is available from annual surveys of schools conducted for ITV.	8.7%	15.6%	10.3%	2.7%	11.9%	10.0%
☐ No specific research information is collected **before** the programs are planned or selected.	**39.2%**	15.6%	**45.6%**	**54.1%**	**28.6%**	20.0%

64.6 percent of those responding to the survey indicated that factors of the students, other than Grade Level, are considered in program planning. Of those indicating other factors, most frequently considered was the Ability Level of the students. Student Interest was also frequently mentioned while Geographic Influences and Physical Characteristics of the students were indicated as factors least considered.

Are factors of the students, **other than grade level**, considered in program planning and selection?	TOTAL	BDCST	SCHOOL CCTV	UNIV CCTV	ITFS	CATV
	356	97	74	152	43	10
No	35.4%	24.8%	28.4%	49.3%	20.9%	30.0%

Yes. If yes, indicate what factors are considered:	TOTAL	BDCST	SCHOOL CCTV	UNIV CCTV	ITFS	CATV
	230	73	53	77	34	7
☐ Ability Level	83.9%	83.6%	83.0%	87.0%	79.4%	85.7%
☐ Interests	70.0%	68.5%	79.2%	68.8%	64.7%	85.7%
☐ Emotional Characteristics	18.7%	15.1%	26.4%	18.2%	14.7%	14.3%
☐ Socio-Economic Characteristics	32.6%	49.3%	24.5%	18.2%	35.3%	0
☐ Ethnic Group Characteristics	30.0%	50.7%	8.9%	11.7%	38.2%	0
☐ Geographic Influences	18.7%	39.7%	3.8%	13.0%	5.9%	0
☐ Physical Charactertistics	5.2%	9.7%	1.9%	2.6%	5.9%	0
☐ Chronological Age	19.7%	19.4%	24.5%	16.9%	17.6%	14.3%
☐ Mental Age	28.8%	31.9%	37.7%	22.1%	20.6%	14.3%

Percent of Those Indicating Other Factors are Considered

82.1 percent of those responding to the survey indicated that factors of the instructional environment, other than School Size and Location, were considered in program planning. Other than Access to Television (which was indicated as a factor used by 71.6 percent of those responding), the next most frequently considered factor was the Adequacy of the Instructional Program. This factor was indicated by slightly over half of the total responding. Expectations of the Community, indicated by 18.8 percent of those considering instructional environment factors, was the way least frequently used.

Are factors of the instructional environment, other than school size and location, considered in program planning and selection?	TOTAL	BDCST	SCHOOL CCTV	UNIV CCTV	ITFS	CATV
	356	97	74	152	43	10
No	17.9%	14.4%	24.3%	18.4%	11.6%	10.0%
	TOTAL	BDCST	SCHOOL CCTV	UNIV CCTV	ITFS	CATV
Yes If yes, indicate what factors are considered:	292	83	56	124	38	9
☐ Media Equipment Inventories	38.0%	25.3%	48.2%	44.4%	26.3%	22.2%
☐ Access to Television	71.6%	69.9%	71.4%	75.8%	60.5%	66.7%
☐ Training of Teachers in TV's Use	46.9%	55.4%	48.2%	39.5%	44.7%	22.2%
☐ Administrative Structure of the School	19.5%	19.3%	26.8%	16.9%	21.1%	33.3%
☐ Expectations of the Community	18.8%	28.9%	25.0%	8.9%	26.3%	44.4%
☐ Instructional Material Available in Schools	48.6%	53.0%	62.5%	39.5%	50.0%	55.6%
☐ Adequacy of the Instructional Program	50.3%	56.6%	51.8%	45.2%	50.0%	44.4%

Percent of Those Indicating Other Factors are Considered

Surveys of teachers' desire for material was indicated by 80.7 percent of those responding as the dominant way that programming needs are determined. Information about instructional deficiencies, informed judgments by the ITV staff on what should be done and information about academic requirements for instruction were indicated as being used by over forty percent of the respondents. Expressions of the community's desire for material was considered by 17.3 percent of the respondents and ranked close to information about legislative requirements for instruction (indicated by 14.8 percent of the respondents) as being the least frequent way used.

How are programming needs determined?	TOTAL 352	BDCST 97	SCHOOL CCTV 73	UNIV CCTV 149	ITFS 43	CATV 10
☐ Surveys of teachers' desire for material	80.7%	82.5%	85.0%	74.5%	88.4%	70.0%
☐ Information about instructional deficiencies	48.9%	62.9%	42.5%	42.9%	51.2%	60.0%
☐ Information about learner deficiencies	33.2%	39.2%	27.4%	35.5%	30.3%	50.0%
☐ Informed judgments by ITV staff on what should be done	48.3%	63.9%	38.3%	40.9%	51.2%	30.0%
☐ Information about academic requirements for instruction	43.2%	46.4%	32.9%	47.0%	34.2%	50.0%
☐ Information about legislative requirements for instruction	14.8%	34.1%	13.7%	2.0%	13.9%	0
☐ Expressions of students' desire for material	39.2%	34.1%	50.7%	39.0%	34.9%	50.0%
☐ Expressions of the community's desire for material	17.3%	31.9%	16.4%	8.7%	18.6%	30.0%
☐ Other	9.7%	10.5%	8.4%	9.5%	7.0%	0

Nearly sixty percent of those responding to the survey from all types of ITV facilities indicated that they determine what their program service will contain by the content areas indicated by popular demand of teachers. Content areas chosen because of community demands was a factor indicated by 5.8 percent of the respondents and half of those indicating this way were from Broadcast operations.

How do you determine what the program shall contain?	TOTAL 344	BDCST 95	SCHOOL CCTV 70	UNIV CCTV 147	ITFS 41	CATV 9
☐ Content areas indicated by popular demand of teachers	58.1%	51.6%	65.7%	55.8%	68.3%	55.6%
☐ Content areas chosen because of academic requirements	36.6%	35.8%	24.3%	40.1%	43.9%	22.2%
☐ Content areas chosen because of instructional deficiencies	32.8%	40.0%	31.4%	29.3%	31.7%	33.3%
☐ Content areas chosen because of community demands	5.8%	10.5%	2.9%	2.7%	9.8%	0

Production

The profile of ITV practices required a survey of some of the conditions that exist for the actual Production of programs in an ITV service. Based on what was expected of ITV in their operation, those surveyed were asked to respond to questions about how they get this job done.

WHO DECIDES WHAT THE PROGRAMS WILL DO?

Closed Circuit ITV facilities, on both the school level and the university level, indicated that the responsibility for the content of the programs was most frequently with the television teacher. However, in ITFS facilities and in Broadcast operations, this responsibility was most frequently with the program planning committees. However, while 55.2 percent of the Broadcast operations placed program determination responsibilities on program planning committees, another 28.7 percent indicated this was the responsibility of the television teacher. Likewise among the respondents from ITFS facilities, while 47.6 percent indicated program planning committees, another 31.0 percent indicated the responsibilities were with the television teacher.

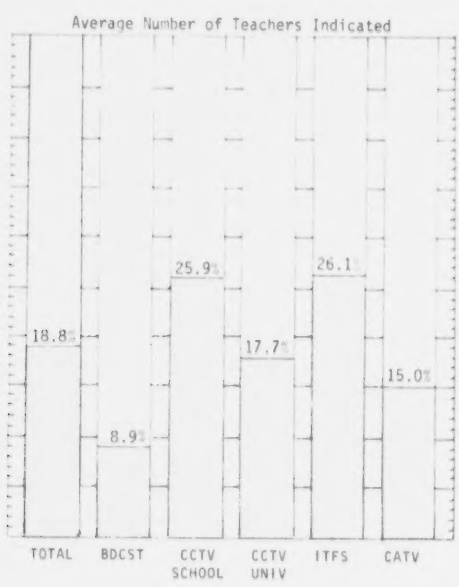
Those surveyed were asked to indicate who has the major responsibility for the content of their programs.

With whom is the major responsibility placed for what your locally-produced programs will contain?	TOTAL	BDCST	SCHOOL CCTV	UNIV CCTV	ITFS	CATV
	337	87	71	147	42	10
☐ Television teacher	40.7%	28.7%	33.8%	53.7%	31.0%	40.0%
☐ Program Planning Committee	34.4%	55.2%	19.7%	23.8%	47.6%	10.0%
☐ Producer (or Producer/Director)	6.2%	2.3%	9.9%	6.8%	7.1%	10.0%
☐ School Administrators	7.1%	2.3%	22.5%	4.1%	2.4%	10.0%
☐ Station Administration	2.7%	4.6%	1.4%	0.7%	9.5%	10.0%
☐ Community Committees	0	0	0	0	0	0
☐ Students	1.5%	0	1.4%	2.7%	0	0
☐ Provisions of Grant Funding	0.6%	1.1%	0	0.7%	0	0
☐ Other	6.5%	4.6%	11.3%	7.5%	2.4%	20.0%

Significantly fewer respondents indicated that the responsibility for program content was with other administrative or operational areas within their operation. None of the respondents indicated that the major responsibility for what the programs will contain is placed with community groups or committees.

The survey also sought information on the extent of classroom teacher involvement in planning programs for an ITV service. This involvement is sought by including teachers on committees to plan programs in 60.0 percent of all the facilities from which the respondents replied. No classroom teacher involvement for planning programs was indicated by 6.5 percent. Where classroom teachers are used to plan programs for the ITV service, the average number of teachers actually used was 18.8 percent of the total potential that could be used. The most involvement of classroom teachers was seen in School CCTV facilities where an average of 25.9 percent of the potential of that group was actually used. The least involvement was reported from Broadcast operations where an average of 8.9 percent of the total potential was used.

How is classroom teacher involvement sought in the planning of programs for your ITV service?	TOTAL	BDCST	SCHOOL CCTV	UNIV CCTV	ITFS	CATV
	325	86	70	136	42	9
☐ Committees made up of only classroom teachers plan all programs	11.1%	5.8%	11.4%	17.6%	4.8%	33.3%
☐ Teachers are included with other people on committees to plan programs	60.6%	69.8%	58.6%	53.7%	64.3%	44.4%
☐ There is no commitment to use classroom teachers to plan programs, but committees include only the best qualified people	21.5%	22.1%	22.9%	19.9%	23.8%	22.2%
☐ No involvement of the classroom teachers is sought for planning programs	6.5%	2.3%	7.1%	8.8%	7.1%	0



HOW ARE PROGRAMS PREPARED FOR PRODUCTION?

The survey sought information about how the structure of an ITV program is determined.

The nature of the Content Area was the dominant way used to structure an ITV program—as indicated by 53.4 percent of those responding to the survey. School or System Course-of-Study Guidelines were indicated by a significantly fewer 16.6 percent of the total respondents. However, this way to structure the ITV program was indicated by 24.6 percent of School CCTV facilities, while 34.8 percent of that group indicated using the nature of the Content Area.

How is the structure of an ITV program determined in your operation? (Indicate only the one way that comes closest to what you use most often.)	TOTAL	BDCST	SCHOOL CCTV	UNIV CCTV	ITFS	CATV
	337	90	69	146	42	10
☐ Structure of the Content Area	53.4%	55.6%	34.8%	58.9%	57.1%	40.0%
☐ School or system course-of-study guidelines	16.6%	23.3%	24.6%	6.2%	23.8%	10.0%
☐ Teaching patterns of the television teacher	11.6%	5.6%	11.6%	16.4%	7.1%	10.0%
☐ Requirements for television production	4.2%	3.3%	4.3%	6.8%	0	20.0%
☐ Limitations of available facilities	9.2%	4.4%	20.3%	7.5%	7.1%	10.0%
☐ Other	5.0%	7.8%	4.3%	4.1%	4.8%	10.0%

Those surveyed were asked to place a relative order of importance on factors they used in actually preparing a television program. Content Appropriateness, adequacy of design as a part of the total instructional experience of a student and the highest possible production techniques and technical standards were the dominant ways used and ranked consistently in the top three ways of those listed as being most important. The exception to this was noted among respondents from School CCTV facilities where material for the teacher that is available in no other way ranked higher than the production techniques and technical standards.

What importance do you place on factors in actually preparing a television program for presentation? (Rate the factors below in a rank order, indicating a number 1 for the factor you feel most important. Leave blank any factors you feel are not important.)	TOTAL	BDCST	SCHOOL CCTV	UNIV CCTV	ITFS	CATV
	342	91	70	149	42	10
☐ Content familiar to and popular with the using classroom teachers	57.6% (6)	49.5% (8)	60.0% (4)	57.0% (6)	66.7% (4)	30.0% (8)
☐ Adequate design as a part of the total instructional experiences of a student	81.9% (2)	87.9% (2)	72.9% (2)	80.5% (2)	90.5% (2)	90.0% (2)
☐ Using the talent of the television teacher to the best advantage	68.4% (4)	72.5% (5)	61.4% (6)	71.1% (4)	59.5% (5)	60.0% (5)
☐ Highest possible production techniques and technical standards	81.8% (3)	81.3% (3)	67.1% (5)	81.9% (3)	76.2% (3)	90.0% (3)
☐ Content appropriateness	88.3% (1)	93.4% (1)	85.7% (1)	85.9% (1)	92.9% (1)	100% (1)
☐ Material available to the teacher in no other way	65.5% (5)	68.1% (4)	68.6% (3)	64.4% (5)	61.9% (6)	80.0% (4)
☐ Knowledge about the student	52.9% (8)	62.6% (7)	47.1% (7)	47.0% (8)	59.5% (8)	40.0% (6)
☐ Cost	65.8% (7)	67.0% (6)	52.9% (8)	67.8% (7)	76.2% (7)	60.0% (7)

Percent of Those Indicating Factor Used
(Average Rank of Importance When Used)

In the survey, information was also sought on the preferred frequency and length of an ITV program at various grade levels.

For the **lower elementary grades (K-3),** the dominant preferred length was reported to be 15 minutes. The dominant frequency in all facilities except Broadcast operations was more than once a week. Broadcast operations preferred once a week as the dominant frequency. Respondents more frequently preferred programs for these grade levels to be provided the complete school year.

46.1 percent of all those responding to the survey offered programs at these grade levels. Broadcast operations accounted for 50.6 percent of this total; School CCTV facilities for 28.6 percent; University CCTV facilities for 8.5 percent of the total; and ITFS facilities for 15.9 percent.

For the lower elementary grades (K-3), what is the **preferred** frequency and length of an ITV program in your operation?	TOTAL	BDCST	SCHOOL CCTV	UNIV CCTV	ITFS	CATV
☐ No programming currently scheduled or contemplated for the lower elementary grades.	53.9%	14.4%	36.4%	90.8%	39.5%	40.0%
	TOTAL	BDCST	SCHOOL CCTV	UNIV CCTV	ITFS	CATV
	164	83	47	14	26	6
Length						
☐ 10 minutes	7.3%	2.4%	12.8%	7.1%	15.4%	16.7%
☐ 15 minutes	63.4%	71.1%	51.1%	50.0%	65.4%	50.0%
☐ 20 minutes	18.9%	18.1%	23.4%	28.6%	11.5%	33.3%
☐ 30 minutes	1.8%	1.2%	0	14.3%	0	0
☐ 40 minutes	0	0	0	0	0	0
☐ 45 minutes	0	0	0	0	0	0
☐ 50 minutes	0	0	0	0	0	0
☐ 60 minutes	0	0	0	0	0	0
☐ Varied lengths	7.9%	6.0%	12.8%	0	7.7%	0
☐ No preferred length	0.6%	1.2%	0	0	0	0
Frequency						
☐ Daily	9.2%	3.7%	12.8%	28.6%	7.7%	0
☐ More than once a week	43.6%	32.9%	51.1%	42.9%	65.4%	50.0%
☐ Once a week	36.8%	57.3%	14.9%	7.1%	23.1%	16.7%
☐ Less than once a week	1.2%	0	2.1%	0	3.8%	0
☐ Monthly	0.6%	0	2.1%	0	0	0
☐ Occasionally	3.7%	0	10.6%	21.4%	0	33.3%
Duration						
☐ Complete school year	28.7%	37.3%	19.1%	7.1%	26.9%	16.7%
☐ Each semester	9.8%	13.3%	2.1%	0	15.4%	0
☐ Modular segments	16.5%	18.1%	19.1%	14.3%	11.5%	33.3%

For the **middle elementary grades (4-5-6)**, the dominant preferred length was reported to be 20 minutes. Either once a week or more than once a week was indicated as the preferred frequency. The dominant frequency for Broadcast operations and ITFS facilities was reported as once a week. Dominant among those responding from both School and University CCTV facilities was more than once a week. Programming at these grade levels for the complete school year was reported to be preferred most frequently.

46.6 percent of all those responding to the survey offered programs for the students in the middle elementary grades. Broadcast operations accounted for 50.6 percent of this total; School CCTV facilities for 30.1 percent; University CCTV facilities for 6.6 percent of this total; and ITFS facilities for 15.7 percent.

For the middle elementary grades (4-5-6), what is the **preferred** frequency and length of an ITV program in your operation?

	TOTAL	BDCST	SCHOOL CCTV	UNIV CCTV	ITFS	CATV
☐ No programming currently scheduled or contemplated for the middle elementary grades.	53.4%	13.4%	32.4%	92.8%	39.5%	40.0%
	TOTAL	BDCST	SCHOOL CCTV	UNIV CCTV	ITFS	CATV
	166	84	50	11	26	6
Length						
☐ 10 minutes	0.6%	0	2.0%	0	0	0
☐ 15 minutes	22.9%	22.6%	22.0%	25.0%	30.8%	0
☐ 20 minutes	55.4%	61.9%	44.0%	41.7%	61.5%	50.0%
☐ 30 minutes	12.0%	8.3%	18.0%	25.0%	3.8%	50.0%
☐ 40 minutes	0.6%	0	2.0%	0	0	0
☐ 45 minutes	0	0	0	0	0	0
☐ 50 minutes	0	0	0	0	0	0
☐ 60 minutes	0	0	0	0	0	0
☐ Varied lengths	7.2%	6.0%	12.0%	0	3.8%	0
☐ No preferred length	1.2%	1.2%	0	8.3%	0	0
Frequency						
☐ Daily	7.3%	3.6%	10.0%	18.2%	7.7%	0
☐ More than once a week	45.1%	38.6%	56.0%	27.3%	50.0%	33.3%
☐ Once a week	39.6%	51.8%	20.0%	27.3%	42.3%	33.3%
☐ Less than once a week	0	0	0	0	0	0
☐ Monthly	0	0	0	0	0	0
☐ Occasionally	3.0%	0	8.0%	27.3%	0	33.3%
Duration						
☐ Complete school year	24.8%	28.6%	20.0%	9.1%	26.9%	16.7%
☐ Each semester	12.1%	15.5%	8.0%	0	11.5%	0
☐ Modular segments	16.4%	20.2%	16.0%	18.2%	7.7%	33.3%

For the **upper elementary, or junior high grades (7-8),** the dominant preferred length was indicated as 20 minutes by Broadcast operations, University CCTV facilities and by ITFS facilities. 30 minutes was preferred by School CCTV facility respondents. The average of responses from all facilities indicated that once a week was the preferred frequency. However, School CCTV facilities and ITFS facilities more frequently indicated they preferred to offer programs more than once a week at upper elementary or junior high grades.

47.5 percent of all those responding to the survey offered programs at these grade levels. Broadcast operations accounted for 46.7 percent of this total; School CCTV facilities accounted for 33.7 percent; University CCTV facilities for 6.5 percent of the total; and ITFS facilities accounted for 16.0 percent of this total.

For the upper elementary, or junior high grades (7-8), what is the **preferred** frequency and length of an ITV program in your operation?

	TOTAL	BDCST	SCHOOL CCTV	UNIV CCTV	ITFS	CATV
☐ No programming currently scheduled or contemplated for the upper elementary or junior high grades.	52.5%	18.6%	23.0%	92.8%	37.2%	40.0%
	TOTAL	BDCST	SCHOOL CCTV	UNIV CCTV	ITFS	CATV
	169	79	57	11	27	6
Length						
☐ 10 minutes	0	0	0	0	0	0
☐ 15 minutes	8.9%	11.4%	10.5%	8.3%	0	16.7%
☐ 20 minutes	**45.6%**	**51.9%**	33.3%	**33.3%**	**55.6%**	33.3%
☐ 30 minutes	29.0%	25.3%	**35.1%**	**33.3%**	29.6%	**50.0%**
☐ 40 minutes	0.6%	0	1.8%	0	0	0
☐ 45 minutes	1.2%	0	3.5%	0	0	0
☐ 50 minutes	0	0	0	0	0	0
☐ 60 minutes	0.6%	0	1.8%	0	0	0
☐ Varied lengths	11.2%	7.6%	14.0%	16.7%	11.1%	0
Frequency						
☐ Daily	6.0%	2.6%	10.5%	0	7.4%	0
☐ More than once a week	38.9%	34.6%	**43.9%**	18.2%	**48.1%**	**33.3%**
☐ Once a week	**41.3%**	**52.6%**	24.6%	**36.4%**	44.4%	**33.3%**
☐ Less than once a week	0.6%	1.3%	0	0	0	0
☐ Monthly	1.2%	0	3.5%	9.1%	0	16.7%
☐ Occasionally	6.0%	2.6%	10.5%	27.3%	0	16.7%
Duration						
☐ Complete school year	**22.2%**	24.1%	**17.9%**	0	**29.6%**	0
☐ Each semester	13.8%	16.5%	12.5%	9.1%	11.1%	16.7%
☐ Modular segments	20.4%	**27.8%**	16.1%	**18.2%**	11.1%	**33.3%**

For the **secondary grades (9-12)**, the dominant preferred length was 30 minutes with a preferred frequency of more than once a week—although among those responding from Broadcast operations, a similar number indicated preferring once a week. Offering programs at the secondary grades as modular segments was the dominant way preferred by all types of ITV operations.

46.6 percent of all those responding to the survey offered programs for students in the secondary grades. Broadcast operations accounted for 44.6 percent of this total; School CCTV facilities accounted for 34.9 percent; University CCTV facilities for 9.0 percent; and ITFS facilities accounted for 14.4 percent of the total number.

For the secondary grades (9-12), what is the **preferred** frequency and length of an ITV program in your operation?

	TOTAL	BDCST	SCHOOL CCTV	UNIV CCTV	ITFS	CATV
☐ No programming currently scheduled or contemplated for the secondary grades.	53.4%	23.7%	21.6%	90.2%	44.2%	40.0%
	TOTAL	BDCST	SCHOOL CCTV	UNIV CCTV	ITFS	CATV
	166	74	58	15	24	6
Length						
☐ 10 minutes	0.6%	0	1.7%	0	0	0
☐ 15 minutes	4.2%	6.8%	3.4%	6.3%	0	16.7%
☐ 20 minutes	30.1%	32.4%	24.1%	**37.5%**	33.3%	**33.3%**
☐ 30 minutes	**38.6%**	**41.9%**	**37.9%**	25.0%	**37.5%**	**33.3%**
☐ 40 minutes	4.2%	2.7%	6.9%	0	4.2%	0
☐ 45 minutes	1.8%	1.4%	3.4%	6.3%	0	16.7%
☐ 50 minutes	1.2%	0	1.7%	0	4.2%	0
☐ 60 minutes	0.6%	0	1.7%	0	0	0
☐ Varied lengths	13.3%	10.8%	15.5%	12.5%	12.5%	0
☐ No preferred length	5.4%	4.1%	3.4%	12.5%	8.3%	0
Frequency						
☐ Daily	7.3%	4.1%	12.1%	0	8.3%	0
☐ More than once a week	**37.0%**	40.5%	**36.2%**	**26.7%**	**33.3%**	**33.3%**
☐ Once a week	34.5%	**41.9%**	29.3%	20.0%	**33.3%**	**33.3%**
☐ Less than once a week	3.6%	2.7%	5.2%	0	4.2%	0
☐ Monthly	1.8%	1.4%	3.4%	6.7%	0	16.7%
☐ Occasionally	6.7%	4.1%	5.2%	**26.7%**	8.3%	16.7%
Duration						
☐ Complete school year	15.2%	13.5%	**15.8%**	**13.3%**	20.8%	16.7%
☐ Each semester	15.9%	20.3%	8.8%	0	**25.0%**	0
☐ Modular segments	**22.6%**	**32.4%**	**15.8%**	**13.3%**	16.7%	**33.3%**

For **higher education (junior college or university level)**, the dominant preferred length was indicated as being 30 minutes, with a preferred frequency of more than once a week. Offering an ITV service at this level each semester or as modular segments was preferred but, except in the case of those responding from School CCTV facilities, neither time was dominant.

60.9 percent of all those responding to the survey offered College-Level programs. Broadcast operations accounted for 24.0 percent of this total; School CCTV facilities for 4.6 percent; University CCTV facilities for 64.5 percent of this total; and ITFS facilities for 9.2 percent.

For higher education (junior college or university level) what is the **preferred** frequency and length of an ITV program in your operation?

	TOTAL	BDCST	SCHOOL CCTV	UNIV CCTV	ITFS	CATV
☐ No programming currently scheduled or contemplated for higher education at the junior college or university level.	39.1%	46.4%	86.5%	7.8%	53.5%	50.0%
	TOTAL	BDCST	SCHOOL CCTV	UNIV CCTV	ITFS	CATV
	217	52	10	140	20	5
Length						
☐ 10 minutes	0.5%	0	0	0.7%	0	0
☐ 15 minutes	2.3%	3.8%	0	2.1%	0	0
☐ 20 minutes	12.9%	1.9%	10.0%	18.6%	0	0
☐ 30 minutes	**37.3%**	**59.6%**	**40.0%**	**31.4%**	20.0%	**40.0%**
☐ 40 minutes	4.1%	3.8%	20.0%	2.9%	10.0%	20.0%
☐ 45 minutes	5.5%	5.8%	0	4.3%	15.0%	0
☐ 50 minutes	8.3%	1.9%	0	7.9%	**30.0%**	0
☐ 60 minutes	3.2%	5.8%	0	2.1%	5.0%	0
☐ Varied lengths	20.3%	11.5%	30.0%	23.6%	20.0%	**40.0%**
☐ No preferred length	5.5%	5.8%	0	6.4%	0	0
Frequency						
☐ Daily	8.3%	7.7%	20.0%	7.9%	10.0%	20.0%
☐ More than once a week	**44.7%**	**50.0%**	**30.0%**	**40.0%**	**65.0%**	20.0%
☐ Once a week	15.7%	26.9%	10.0%	10.7%	25.0%	20.0%
☐ Less than once a week	5.1%	0	10.0%	7.1%	0	0
☐ Monthly	0.5%	0	0	0.7%	0	0
☐ Occasionally	11.1%	1.9%	20.0%	15.7%	0	20.0%
Duration						
☐ Complete school year	6.6%	2.0%	33.3%	6.5%	10.5%	25.0%
☐ Each semester	19.2%	**31.4%**	0	14.5%	**26.3%**	0
☐ Modular segments	**20.7%**	19.6%	**44.4%**	**21.0%**	15.8%	**50.0%**

HOW ARE THE PROGRAMS ACTUALLY PUT TOGETHER IN PRODUCTION?

In 45.4 percent of the operations responding to this survey, content and production people are assigned to work on one program series as a coordinated team. The next dominant division of responsibilities was for the production staff to work with many content groups under the same administrative agency. In 13.4 percent of the cases, the production and content people were responsible to different and separate agencies.

In the survey, information was sought on what divisions of responsibility exist in actually translating a concept into a television program for instructional use.

What division of responsibilities are there in actually translating a concept into a television program for instructional use?	TOTAL	BDCST	SCHOOL CCTV	UNIV CCTV	ITFS	CATV
	313	82	60	140	41	10
☐ Production and content people are responsible to different and separate agencies	13.4%	20.7%	5.0%	14.3%	7.3%	10.0%
☐ Production staff works with many content groups, but all are under the same administrative agency	23.6%	14.6%	31.7%	22.9%	34.1%	30.0%
☐ No distinction is made between production and content people, as the programs are produced by a team of specialists	17.6%	8.5%	26.7%	20.7%	14.6%	30.0%
☐ Content and production people are assigned to work on one program series together as a coordinated team	45.4%	56.1%	36.7%	42.1%	43.9%	30.0%

Those who were surveyed were also asked to indicate how much direction is given to the production staff in actually transferring the instructional plans into a television program. For slightly over a third of all those responding, no distinction is made between the production and the planning so direction is cumulative from the inception of the concept. However, more respondents from School CCTV facilities indicated that an outline of the program is given to the production staff to visualize for television. Of all those responding to the survey, 9.6 percent give a detailed narrative script to the production staff.

How much direction is given to the production staff in actually translating the instructional plans into a television program?	TOTAL	BDCST	SCHOOL CCTV	UNIV CCTV	ITFS	CATV
	324	80	64	148	42	10
☐ Full specifications of the instructional plans are given to the production staff	16.0%	25.0%	9.4%	14.9%	11.9%	10.0%
☐ Detailed narrative script is given to the production staff to use to visualize the concepts presented	9.6%	11.3%	1.6%	7.4%	23.8%	0
☐ Outline of program is given to the production staff to visualize for television	27.8%	16.3%	45.3%	29.7%	26.2%	70.0%
☐ Production responsibilities are limited to presenting only what the television teacher (or planning committee) has prepared	11.7%	11.3%	12.5%	12.8%	4.8%	0
☐ No distinction is made between production and planning so the direction is cumulative from the inception of the concept.	34.9%	36.3%	31.3%	35.1%	33.3%	20.0%

It was reported the dominant average life of an instructional television program or series is for an indefinite period, depending on usability of tape and content material. Of those who did indicate a more definite period, the dominant average life was reported to be three school years.

What do you consider the average life of an instructional television program or series?	TOTAL	BDCST	SCHOOL CCTV	UNIV CCTV	ITFS	CATV
	339	93	68	145	43	10
☐ One school year	5.0%	2.2%	7.4%	4.8%	9.3%	10.0%
☐ Three school years	26.8%	28.0%	23.5%	24.8%	34.9%	20.0%
☐ Five school years	10.0%	22.6%	5.9%	4.8%	4.7%	0
☐ Seven school years	0.3%	0	0	0	2.3%	0
☐ Indefinite period, depending on usability of tape and content material	**55.8%**	**45.2%**	**61.8%**	**63.4%**	**46.5%**	**70.0%**
☐ Other	2.1%	2.2%	1.5%	2.1%	2.3%	0

Information about the principal performer on instructional programs was also sought in the survey. The dominant response was by 73.2 percent who indicated that there were no restrictions on who can be the principal performer on instructional programs. Yet, 12.0 percent of all those responding indicated that certified teachers are required to be used as the principal performer—and 70.0 percent of these were from ITFS and Broadcast operations.

Who can be selected to appear as the principal performer on instructional programs used in the schools served by your ITV operation?	TOTAL	BDCST	SCHOOL CCTV	UNIV CCTV	ITFS	CATV
	332	82	69	149	42	10
☐ Certified teachers are required to be used as the principal performer	12.0%	25.6%	7.2%	6.0%	16.7%	20.0%
☐ Certified teachers are preferred (but not required) to be used as the principal performer	12.3%	20.7%	13.0%	5.4%	19.0%	10.0%
☐ Non-certified, professional performers are preferred to be used on programs planned by certified teachers	2.4%	3.7%	2.9%	0.7%	4.8%	0
☐ No restrictions on who can be the principal performer on instructional programs.	**73.2%**	**50.0%**	**76.8%**	**87.9%**	**59.5%**	**70.0%**

WHAT OTHER PRODUCTION ASPECTS ARE CONSIDERED IMPORTANT?

For the 1972 survey of ITV Programming Practices, GPN addressed itself to the growing concern for and about color in the production of ITV programs.

In the survey, information was sought on the extent color television is used for an ITV service. 47.5 percent of all those responding from all types of ITV operations reported that **no** programs were distributed in color. However, a significantly greater number of respondents from Broadcast operations—41.5 percent of that total responding—indicated that **all** programs, both locally-produced and nationally-acquired, are preferred in color.

To what extent is color television used for your ITV service?	TOTAL	BDCST	SCHOOL CCTV	UNIV CCTV	ITFS	CATV
	345	94	71	149	41	10
☐ No programs are distributed in color	47.5%	13.8%	62.0%	61.7%	56.1%	80.0%
☐ Only programs from regional or national networks are distributed in color	14.5%	19.1%	16.9%	11.4%	9.8%	10.0%
☐ Color programs on film or video tape can be broadcast but are not preferred over monochrome	6.1%	8.5%	1.4%	5.4%	9.8%	0
☐ Color video tape or film programs are preferred over monochrome for the ITV service.	12.5%	17.0%	9.9%	8.7%	17.1%	0
☐ All programs, both locally-produced and nationally-acquired, are preferred to be distributed in color.	19.4%	41.5%	9.9%	12.8%	7.3%	10.0%

A similar pattern was seen in response to the question that asked to what extent color television facilities are available for use in an ITV service. Here, 61.1 percent of the Broadcast operations indicated full local color origination equipment and facilities are available while in CCTV and in ITFS facilities approximately sixty percent indicated that color facilities were not available for producing ITV programs.

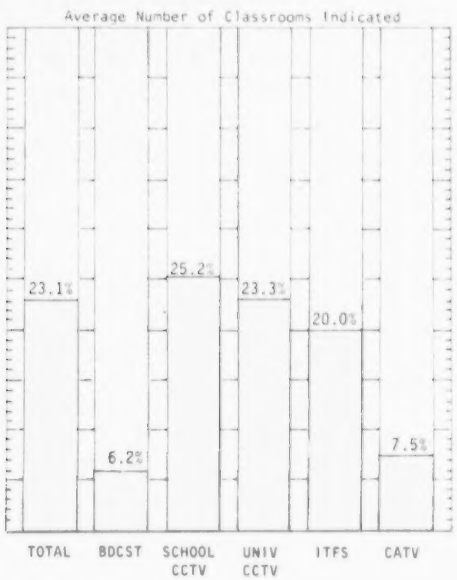
To what extent are color television facilities available for your use in the ITV service?	TOTAL	BDCST	SCHOOL CCTV	UNIV CCTV	ITFS	CATV
	348	95	71	151	41	10
☐ Color facilities not available for ITV programs	47.4%	15.8%	64.8%	58.3%	58.5%	80.0%
☐ Only color film or VTR facilities available	22.7%	23.2%	26.8%	17.2%	31.7%	10.0%
☐ Full local color origination equipment and facilities (including studio cameras) are available for ITV programs.	29.9%	61.1%	8.5%	24.5%	9.8%	10.0%

Those responding to the survey also were asked to what extent color television was used by the schools in their area. 47.0 percent of all responses indicated that no classrooms are equipped for color reception. 38.3 percent indicated that a few color receivers are available in classrooms. This was the dominant response from Broadcast operations where 63.4 percent of those responding indicated a few color receivers available.

To what extent can color television for your ITV service be used by the schools in your area?	TOTAL	BDCST	SCHOOL CCTV	UNIV CCTV	ITFS	CATV
	347	93	71	150	43	10
☐ No classrooms are equipped for color reception	47.0%	22.6%	52.1%	57.3%	55.8%	50.0%
☐ Few color receivers are available to classrooms	38.3%	63.4%	32.4%	28.0%	27.9%	30.0%
☐ Many color receivers are available to classrooms	6.1%	5.4%	9.9%	6.0%	2.3%	10.0%
☐ All classrooms in our service area are equipped for color reception.	5.8%	2.2%	2.8%	7.3%	11.6%	0
☐ Don't know	2.6%	6.5%	2.8%	1.3%	2.3%	10.0%

Overall, it was reported that 23.1 percent of the classrooms served by all types of ITV operations are equipped for color reception. Among those responding from Broadcast operations, it was indicated that an average of 6.2 percent of all possible classrooms were now equipped for color. In the School CCTV operations, an average of 25.2 percent of all classrooms are equipped to receive color programs. 23.3 percent of the classrooms served by University CCTV operations are equipped for color. An average of 20.0 percent of classrooms served by ITFS facilities are equipped to receive color ITV programs.

To what extent can color television for your ITV service be used by the schools in your area?



Classroom Use

The profile of ITV practices required a survey of some of the conditions for the Classroom Use of programs in an ITV service. Those surveyed were asked to indicate to what extent their responsibilities went beyond producing and disseminating programs to how they are used.

WHAT DOES THE CLASSROOM TEACHER WANT FROM THE INSTRUCTIONAL TELEVISION SERVICE?

Those surveyed were asked to indicate how they felt their ITV service was actually being used in the schools. When asked to rank the four ways given to them in the survey instrument, dominantly indicated was that ITV is used to give a fuller dimension to an educational program that already exists. Ranked second in the overall average (and ranked first by respondents from ITFS facilities) was the feeling that ITV is used to provide something that is not now available for teachers to implement their instruction. Ranked lowest by nearly two-thirds of all responding was the feeling that ITV is used in the schools to reach an individual learner directly without relying on other instructional intervention.

In conducting the survey, it was felt that information about the policies and practices of classroom use of ITV would indicate what teachers want from an ITV service.

How do you feel your ITV service is actually used in the schools?

(Indicate a number 1 for the statement below that you think describes the way your programs are most often used, assigning an order to a number 4 for the way you think that they are the least frequently used.)

	TOTAL	BDCST	SCHOOL CCTV	UNIV CCTV	ITFS	CATV
☐ ITV is most often used to give a fuller dimension to an educational program that already exists.	1	1	1	1	2	2
☐ ITV is used to provide something that usually is not available for teachers to use in implementing their instruction.	2	2	2	2	1	1
☐ ITV is used by teachers to help structure what they teach in the classroom situation.	3	3	3	3	3	3
☐ ITV is used to reach the individual learner directly without relying on other instruction intervention.	4	4	4	4	4	4

Average Rank Order Indicated

Those surveyed were asked to indicate the one way they felt to be the dominant policy for the use of TV in the schools of their area. 80.3 percent responded that they felt the policy in the schools was to leave ITV's use to the discretion of each individual classroom teacher or the individual student. 6.5 percent felt that the dominant policy in the schools in their area was that ITV's use is mandatory by school boards, superintendents or by building administrators. Classroom use of ITV left to the discretion of curriculum directors or subject area specialists was indicated as the dominant policy in 13.3 percent of the schools.

The survey also sought information on whether ITV viewing is and should be made mandatory by school administrative policy or left to the discretion of the individual classroom teacher.

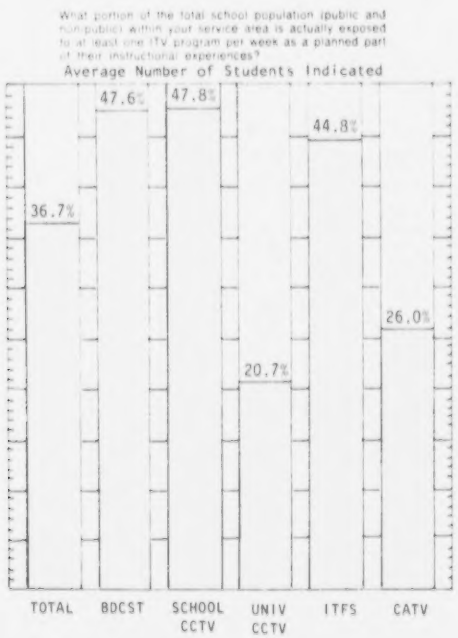
In the schools served by your ITV service, is the use of television generally made mandatory by school administrative policy, or is its use generally left to the discretion of each individual classroom teacher?

	TOTAL	BDCST	SCHOOL CCTV	UNIV CCTV	ITFS	CATV
	339	93	74	139	43	10
☐ ITV's use is made mandatory by school board or superintendent's policy.	3.8%	3.2%	5.4%	4.3%	2.3%	10.0%
☐ Mandatory use of ITV left up to individual building administrators.	2.7%	5.4%	2.7%	0.7%	2.3%	0
☐ ITV's use is left to the discretion of curriculum directors or subject area specialists.	13.3%	12.9%	13.5%	15.1%	11.6%	30.0%
☐ ITV's use is left to the discretion of each individual classroom teacher.	78.5%	73.1%	77.0%	79.9%	83.7%	60.0%
☐ ITV's use is left to the discretion of each individual student.	1.8%	5.4%	1.4%	0	0	0

In their work with the schools in their area, those surveyed were also asked what viewing policy they felt **should be** urged as the best possible way to use the programs they offer. Of all those responding, 68.6 percent indicated that the use of ITV should be left to the discretion of the classroom teacher or the individual student. 21.3 percent indicated that ITV's use should be left to the discretion of curriculum directors or subject area specialists who would then impose mandatory viewing. 10.2 percent would prefer mandatory use of ITV by school board, superintendent or building administrator dictate.

In your work with your schools, what viewing policy do you feel should be urged as the best possible way to use the programs you offer?	TOTAL	BDCST	SCHOOL CCTV	UNIV CCTV	ITFS	CATV
	334	93	73	138	40	10
ITV's use should be made mandatory, system-wide, by school board or superintendent's dictate.	6.6%	8.6%	6.8%	5.1%	7.5%	10.0%
Mandatory use of ITV should be left up to each individual building administrator.	3.6%	6.5%	4.1%	2.9%	0	10.0%
The viewing of ITV programs should be left to the discretion of curriculum directors or subject area specialists.	21.3%	16.1%	24.7%	23.9%	22.5%	40.0%
The use of ITV should be left up to the discretion of each individual classroom teacher.	63.8%	62.4%	61.6%	63.8%	62.5%	30.0%
The use of ITV should be left up to the discretion of each individual student.	4.8%	6.5%	2.7%	4.3%	7.5%	10.0%

In the survey, it was also felt important to know what portion of the total public and non-public school population within the area served by an ITV operation was actually exposed to at least one ITV program per week as a planned part of their instructional experiences. According to the responses from all ITV operations combined, an average of 36.7 percent of the total potential audience is actually served. Among those reporting for Broadcast operations, an average of 47.6 percent of the potential audience actually receives at least one ITV program per week. 47.8 percent of the potential audience of the School CCTV facilities are reached with at least one program per week. Of the potential number of students able to be serviced by University CCTV operations, an average of 20.7 percent are actually reached by television in any given week. Those responding from ITFS facilities report that 44.8 percent of their potential audience receives at last one program per week as a planned part of their instructional experiences.



WHAT KIND OF TRAINING IS PROVIDED, AND BY WHOM, FOR THE USE OF TELEVISION IN THE CLASSROOM?

Of the total responding from all types of ITV operations, 15.9 percent indicated they provided no in-service training at all. Of those who did provide a training program, the dominant way was occasional in-service workshops in ITV utilization.

Those surveyed were asked if they conducted any organized in-service media training in ITV for the teachers using their ITV service.

Do you conduct any organized in-service media training in ITV for the teachers using your ITV service?	TOTAL	BDCST	SCHOOL CCTV	UNIV CCTV	ITFS	CATV
	347	96	72	146	43	10
☐ No in-service training provided at all	15.9%	10.4%	11.3%	24.1%	7.0%	10.0%
☐ Occasional in-service training workshops in ITV utilization are conducted	62.8%	61.4%	66.7%	59.6%	72.1%	70.0%
☐ Regularly scheduled, non-credit ITV utilization training is provided for using teachers	16.7%	25.0%	61.1%	10.2%	23.3%	10.0%
Percent of Those Indicating This Response						
☐ Training done "live" in classroom setting	*41.3%*	*16.0%*	*11.4%*	*68.8%*	*80.0%*	*100%*
☐ Training conducted by television programs	*48.1%*	*68.3%*	*8.2%*	*26.0%*	*60.0%*	*0*
☐ Regularly scheduled ITV utilization workshops are conducted and teachers receive in-service credit points by the school system	8.1%	16.7%	13.9%	2.1%	11.7%	10.0%
Percent of Those Indicating This Response						
☐ Credit is given for "live" classroom training	*60.0%*	*37.6%*	*30.0%*	*100%*	*60.0%*	*100%*
☐ Credit is given for viewing televised training	*38.7%*	*43.8%*	*10.0%*	*0*	*40.0%*	*0*
☐ Regularly scheduled ITV utilization workshops are offered for college credit	11.0%	13.7%	9.7%	0	4.7%	10.0%

When an in-service ITV utilization training program is offered through an ITV facility, those surveyed were asked who conducts this training. The responsibility for conducting these workshops was dominantly placed with special ITV staff utilization people. This response was indicated by a high of 62.1 percent from Broadcast operations to a low of 41.9 percent from School CCTV facilities.

Who conducts the in-service ITV utilization training when it is offered through your ITV facility?	TOTAL	BDCST	SCHOOL CCTV	UNIV CCTV	ITFS	CATV
	294	87	62	114	40	9
☐ Television teachers	6.1%	5.7%	8.1%	5.3%	7.5%	11.1%
☐ Special ITV utilization people on your staff	55.8%	62.1%	41.9%	57.0%	57.5%	44.4%
☐ Special ITV utilization people on the staff of the schools	5.8%	10.3%	6.5%	1.8%	7.5%	11.1%
☐ Local college university professors	8.5%	3.4%	1.6%	18.2%	0	0
☐ Local school system media directors	10.5%	4.6%	24.2%	7.9%	12.5%	22.2%
☐ Invited consultants	4.4%	4.6%	8.1%	2.6%	5.0%	11.1%
☐ Other	8.8%	9.2%	9.7%	7.0%	10.0%	0

Slightly over half of those responding to the survey felt that their ITV service has been restricted from attempting new formats or ideas because of lack of adequate training of classroom teachers in television's use. At the same time, over two-third did not feel that these same restrictions prevented new formats or ideas because of a lack of adequate training of their own production or planning staff people.

	TOTAL	BDCST	SCHOOL CCTV	UNIV CCTV	ITFS	CATV
Do you feel your ITV service has been restricted from attempting new formats or ideas because of a lack of adequate training of classroom teachers in television's use?	344	94	72	145	43	10
☐ Yes	57.3%	56.4%	51.4%	61.4%	58.1%	70.0%
☐ No	42.7%	43.6%	48.6%	38.6%	41.9%	30.0%
Do you feel your ITV service has been restricted from attempting new formats or ideas because of a lack of adequate training of your production or planning staff people?						
☐ Yes	32.2%	28.6%	31.4%	32.9%	39.0%	30.0%
☐ No	67.8%	71.4%	68.6%	67.1%	61.0%	70.0%

WHAT RELIANCE IS PLACED ON SUPPLEMENTAL MATERIAL TO REINFORCE THE PROGRAMS DISSEMINATED BY THE ITV SERVICE?

In analyzing the responses to the questions that addressed themselves to this concern in the survey, it was found that nearly all ITV operations distributed some sort of print material to supplement the ITV programs they offered.

Teacher's Guides and Program Schedules were indicated as the kind of supplemental material most frequently distributed. For Broadcast operations and School CCTV facilities, slightly more respondents reported distributing Teacher's Guides than Program Schedules, whereas for University CCTV and ITFS facilities the pattern was reversed. Where Teacher's Guides are distributed, most frequently they are compiled individually for each series. Where Program Schedules are used to complement the television service, they are most frequently distributed weekly—except in Broadcast operations where the dominant frequency of distribution was reported to be annually.

What kind of supplemental material do you distribute to complement your television service?	TOTAL	BDCST	SCHOOL CCTV	UNIV CCTV	ITFS	CATV
	296	97	67	101	43	9
☐ Teacher's Guides	69.8%	89.7%	81.8%	41.5%	72.5%	66.7%
	Percent of Those Indicating This Response					
☐ Compiled individually for each series	87.3%	93.0%	88.0%	90.2%	76.9%	100%
☐ Published in book form for all programs offered	12.8%	11.1%	12.0%	10.0%	23.1%	0
☐ Guides for school administrators and curriculum directors	14.2%	20.6%	14.9%	7.9%	15.0%	11.1%
☐ Student guides	24.0%	20.6%	22.4%	31.7%	12.5%	11.1%
☐ Student workbooks	22.0%	24.7%	20.9%	21.8%	17.5%	22.2%
☐ Individual program rundown sheets	27.4%	26.8%	14.9%	30.7%	40.0%	22.2%
☐ Non-print media materials	13.9%	11.3%	13.4%	19.8%	7.5%	22.2%
☐ Program schedules	69.4%	85.6%	79.1%	46.5%	75.0%	88.9%
	Percent of Those Indicating This Response					
☐ Annually	28.4%	43.4%	17.0%	8.7%	30.0%	0
☐ Each semester	12.1%	18.1%	17.0%	30.4%	13.3%	37.5%
☐ Monthly	31.1%	26.5%	50.9%	21.7%	13.3%	50.0%
☐ Weekly	28.4%	12.0%	41.5%	30.4%	43.3%	12.5%

Those surveyed were also asked what other print or non-print material is provided to the classroom teacher to help use the instructional television programs. The dominant material mentioned was mimeographed or printed instructional material. The other non-print media used to complement the television programs showed no clear dominance although the distribution of audio tapes was mentioned more frequently by all responding than were slides, films or pictures and flat graphics.

What other print or non-print material is provided to the classroom teacher to help use the instructional television program?	TOTAL	BDCST	SCHOOL CCTV	UNIV CCTV	ITFS	CATV
	236	59	59	97	30	9
☐ Slides	45.3%	15.3%	50.8%	60.8%	43.3%	44.4%
☐ Filmstrips	31.8%	11.9%	42.4%	36.1%	33.3%	22.2%
☐ Films	41.9%	23.7%	42.4%	50.5%	46.7%	33.3%
☐ Audio tapes	51.7%	27.1%	47.5%	66.1%	66.7%	33.3%
☐ Pictures and flat graphics	40.7%	23.7%	47.5%	47.4%	40.0%	44.4%
☐ Mimeographed or printed instructional material	81.4%	83.1%	83.1%	79.4%	83.3%	88.9%

The survey also sought information about how Teacher's Guides (and other supplemental material) were distributed to the schools in which the programs were used. While most respondents from School CCTV facilities reported they distribute material directly to teachers, the dominant way used by other types of operations surveyed was to distribute this material directly to teachers only when they requested it.

How are your teacher's guides (and other supplemental material) distributed to the schools in which the programs are used?	TOTAL	BDCST	SCHOOL CCTV	UNIV CCTV	ITFS	CATV
	266	90	66	85	34	9
☐ Directly to teachers on request	46.6%	40.0%	39.4%	61.2%	41.2%	44.4%
☐ Through school building administrators only on request	15.4%	35.6%	7.6%	1.2%	8.8%	0
☐ Directly to all teachers at appropriate grade levels, without specific requests for the material	28.9%	13.3%	43.9%	32.9%	38.2%	55.6%
☐ To school building administrators without specific requests for the material to distribute to teachers	9.0%	11.1%	9.1%	4.7%	11.8%	0

The cost of this supplemental material is provided for most often—as reported by 44.4 percent of those responding—from other funds and no charge is made to the schools or as part of the schools' participation fee in the ITV service. 47.3 percent of those reporting for Broadcast operations provide for the cost of this supplemental material as a part of the school's participation fee for the ITV service. The other types of facilities surveyed most frequently reported other funds are used.

How is the cost of this supplemental material you distribute provided for?	TOTAL	BDCST	SCHOOL CCTV	UNIV CCTV	ITFS	CATV
	252	93	60	74	34	9
☐ Part of school's participation fee	38.1%	47.3%	46.7%	25.7%	20.6%	22.2%
☐ Direct reimbursement from schools for only those guides or material used	17.5%	28.0%	6.7%	5.4%	29.4%	0
☐ From other funds, and no charge made to the schools	44.4%	24.7%	46.7%	68.9%	50.0%	77.8%

The survey also sought information on what new media devices are now in use or are contemplated for use in the schools within an ITV service area. The dominant medium currently in use or contemplated use was slant-track video recorders. This was reported by 88.9 percent of all those responding to the survey. 75.7 percent reported that video cassette units (either as playback only or as record/playback units) were either now in use or were contemplated for use in the schools.

What new media devices are now in use, or are contemplated for use in the schools within your ITV service area?	TOTAL	BDCST	SCHOOL CCTV	UNIV CCTV	ITFS	CATV
	334	91	72	143	38	10
☐ Video cassette playback units	31.1%	34.1%	27.8%	31.5%	26.3%	20.0%
☐ Video cassette record/playback units	44.6%	46.2%	30.6%	50.3%	39.5%	20.0%
☐ Private CATV sub-channel access	25.4%	34.1%	30.6%	21.7%	21.1%	70.0%
☐ Slow scan television	2.4%	1.1%	2.8%	4.2%	0	10.0%
☐ Video and audio storage/retrieval systems	24.0%	23.1%	23.6%	26.6%	18.4%	30.0%
☐ Slant-track video recorders	88.9%	89.5%	100%	89.2%	79.0%	100%

The dominant policy reported by ITV facilities was that they actively encourage recording locally-produced programs in the schools for delayed use. While this policy was reported by 72.1 percent who responded, 16.3 percent require that permission be obtained first. One percent of all those who responded actively forbid programs from being recorded in the classroom.

What is your policy on recording locally-produced programs in the schools for delayed use?	TOTAL	BDCST	SCHOOL CCTV	UNIV CCTV	ITFS	CATV
	312	84	72	128	38	10
☐ Actively encouraged	72.1%	69.0%	77.8%	71.9%	68.4%	70.0%
☐ Require permission first	16.3%	14.3%	13.9%	19.5%	18.4%	30.0%
☐ Ignore the situation where it does happen	5.1%	10.7%	2.8%	1.6%	7.9%	0
☐ Discourage the practice	5.1%	6.0%	2.8%	5.5%	5.3%	0
☐ Actively forbid programs from being recorded in the classroom	1.0%	0	1.4%	1.6%	0	0

Evaluation

The profile of ITV practices required a survey of some of the conditions for the Evaluation of ITV programs. Those surveyed were asked how much they know about the results of their ITV service.

IS THERE AN ADEQUATE EVALUATION PLAN IMPLEMENTED BY TRAINED PEOPLE?

The survey sought information about how the effectiveness of the ITV service was assessed.

Those surveyed were asked to indicate how they assess a program or a series. The dominant way indicated was to assess programs by conducting surveys on frequency of use and popularity. This was the dominant way for Broadcast operations, as reported being used by 59.6 percent of those responding and the dominant way used by 44.9 percent of the School CCTV facilities. However, from the respondents in University CCTV facilities and from ITFS operations, programs are more frequently assessed on the basis of what the target audience does (how it responds) as a result of viewing. Of the 50.3 percent of those responding from University CCTV facilities who indicated this method of assessment, over half reported that tests are administered directly to the students. Of the 48.8 percent of those responding from ITFS facilities who indicated this method of assessment, 52.4 percent indicated that tests are administered directly to the students. Of all those responding, 13.8 percent assess programs only for performance and production standards.

How is the effectiveness of your ITV service assessed? (Indicate the most dominant way you see to assess a program or a series.)	TOTAL	BDCST	SCHOOL CCTV	UNIV CCTV	ITFS	CATV
	341	94	69	145	43	10
☐ Programs are assessed by planning and production staff for specific production and performance standards only.	13.8%	11.7%	8.7%	17.9%	9.3%	0
☐ Programs are assessed by the reactions of qualified personnel outside of the planning and production staff.	30.8%	43.3%	27.5%	23.4%	34.9%	50.0%
	Percent of Those Indicating This Response					
☐ Reactions of experts on program planning committees are sought before dissemination and use	*20.9%*	*26.2%*	*21.1%*	*14.7%*	*26.7%*	*40.0%*
☐ Reactions of experts in the planned use situations (e.g. classroom teachers) are sought	*61.0%*	*64.3%*	*68.4%*	*55.3%*	*53.3%*	*40.0%*
☐ Programs are assessed on the basis of what the program does for the classroom instructional situation by surveys on frequency of use and popularity	42.5%	59.6%	44.9%	27.6%	44.2%	20.0%
☐ Programs are assessed on the basis of what the target audience does (how it responds) as a result of viewing	40.2%	29.8%	29.0%	50.3%	48.8%	50.0%
	Percent of Those Indicating This Response					
☐ Tests are administered directly to the students	*48.2%*	*46.4%*	*35.0%*	*50.7%*	*52.4%*	*40.0%*
☐ Tests are given to the teachers to administer	*9.5%*	*17.9%*	*10.0%*	*8.2%*	*0*	*0*
☐ Tests are mediated as a part of the television program itself.	*8.6%*	*7.1%*	*10.0%*	*9.6%*	*4.8%*	*0*

For all types of ITV facilities, the using classroom teachers most frequently conduct program assessments—as reported by 64.4 percent of those responding to the survey. 1.2 percent indicated that they also use community groups to assess the programs. Another way often used (but significantly less frequently than asking the classroom teachers to assess the programs) was assessment by the production and planning team. This was reported by 21.6 percent of all those responding.

Who conducts the program assessments for you?	TOTAL	BDCST	SCHOOL CCTV	UNIV CCTV	ITFS	CATV
	337	91	70	146	42	10
☐ A separate evaluation person or staff assesses the programs	10.5%	14.7%	7.1%	8.2%	11.9%	0
☐ The using classroom teachers assess the programs	64.4%	68.4%	71.4%	58.9%	64.3%	70.0%
☐ The television teacher assesses the programs	14.9%	7.4%	17.1%	21.2%	14.3%	50.0%
☐ The production and planning team assesses the programs	21.6%	25.3%	10.0%	23.3%	28.6%	30.0%
☐ Members of the television staff not directly involved with the planning and production of the programs do the assessment	4.7%	7.4%	2.9%	3.4%	7.1%	10.0%
☐ Content area specialists, not directly involved with the planning and production of the programs, do the assessment	10.8%	12.6%	15.7%	7.5%	9.5%	10.0%
☐ School administrators assess the programs	9.3%	17.9%	8.6%	3.4%	9.5%	0
☐ Community groups assess the programs	1.2%	2.2%	0	0.7%	2.4%	0

WHO HAS TO BE SATISFIED WITH THE RESULTS OF ANY EVALUATION EFFORT?

Related to this question of evaluation, the survey sought information on where the ITV service received its major portion of operating funds and to whom the operation was directly responsible in the conduct of the ITV service.

Except for Broadcast operations, all other facilities most often reported they were directly responsible to a single local school district or university in the conduct of their ITV service. Most frequently mentioned by those responding from Broadcast operations was the responsibility to a council or consortium of several school districts.

To whom is your operation directly responsible in the conduct of the ITV service?	TOTAL	BDCST	SCHOOL CCTV	UNIV CCTV	ITFS	CATV
	339	92	69	146	42	10
☐ Directly responsible to the television station management	14.7%	23.9%	8.7%	10.3%	19.0%	10.0%
☐ Directly responsible to a single local school district	31.9%	14.1%	76.8%	20.5%	42.9%	60.0%
☐ Directly responsible to a council or consortium of several school districts	12.1%	33.7%	5.8%	1.4%	9.5%	0
☐ Directly responsible to the State Department of Education	4.4%	14.1%	1.4%	1.4%	0	10.0%
☐ Directly responsible to the State Public/Educational Broadcasting Authority	0.9%	2.2%	0	0.7%	0	0

*Most of these responses from University CCTV facilities indicate responsibility to a university or department within a university.

The same pattern evolved in considering where the ITV service receives its major portion of operating funds. 37.9 percent of the Broadcast operations reported their operating funds came from membership fees paid by schools to a council or consortium of ITV interests. The dominant source reported for all other types of ITV facilities surveyed was from a single school system or institution of higher education.

From where does your ITV service receive its **major** portion of operating funds?	TOTAL	BDCST	SCHOOL CCTV	UNIV CCTV	ITFS	CATV
	340	95	69	144	42	10
☐ From the station's general sources of support with no single source identified specifically for ITV	9.4%	8.4%	4.3%	13.9%	4.8%	10.0%
☐ From a single school system	53.8%	16.8%	**76.8%**	**63.9%**	**69.0%**	**70.0%**
☐ From membership fees paid by schools to a council or consortium of ITV interests	14.1%	**37.9%**	7.2%	0.7%	14.3%	0
☐ Directly from the State Department of Education	6.5%	17.9%	2.9%	2.8%	0	10.0%
☐ From a part of the budget of the State Public/Educational Television Authority	4.1%	9.5%	0	2.1%	4.8%	0
☐ From other sources	12.1%	9.5%	8.7%	16.7%	7.1%	10.0%

Those surveyed were asked on what basis the effectiveness of a television program is made by their ITV staff and how they think it should be made. The respondents were asked to list in rank order of importance the ways listed in the survey instrument—leaving blank any way listed they did not feel was important or that they did not use. The responses were tabulated in two ways: first, by the number who considered the factor at all; then by the average rank order of those who did use the method listed to evaluate the programs.

In actual practice, assessment of programs by the ITV staff on the basis of Content Appropriateness was the way most frequently used in all types of ITV facilities responding. Assessing the programs on the basis of Content Appropriateness was also ranked first in importance in actual practice by all types of ITV facilities responding. Listed as least frequently used was by Measured Audience Responses as a result of viewing. Assessing programs by the feeling of the producer that the best job possible was done with what there was to work with was ranked last in importance. Assessment on the basis of Cost was also used infrequently and ranked second to last in importance.

When asked to indicate what practice of program assessment was preferred by the ITV staff; with two exceptions, the pattern of responses was essentially the same as that in actual practice. One exception was noted in using Measured Audience Responses to assess programs. In actual practice, this was was reported to be used by 71.2 percent of those responding to the survey which placed it last among the nine ways listed in the survey instrument. However, this method of assessment moved to among the top three factors when 83.2 percent reported they would prefer that their ITV staffs use Measured Audience Responses in assessing programs. The other exception noted was in using the Adequacy of Instruction for the individual student to assess the effectiveness of a program. In actual practice, 81.2 percent of those responding indicated using this method—which placed it sixth among the nine ways listed. However, 92.6 percent of those responding indicated they would prefer this method be used by their ITV staff to assess program effectiveness—which placed it second among the nine ways listed.

On what basis is the effectiveness of a television program made by your ITV staff, and how do you think it **should** be made?

RANK ORDER OF ACTUAL PRACTICE							RANK ORDER OF PREFERRED PRACTICE					
CATV 8	ITFS 38	UNIV CCTV 134	SCHOOL CCTV 58	BDCST 87	TOTAL 309		TOTAL 310	BDCST 87	SCHOOL CCTV 58	UNIV CCTV 135	ITFS 38	CATV 8
87.5% (1)	92.1% (1)	92.5% (1)	96.6% (1)	94.3% (1)	93.9% (1)	Content Appropriateness	93.5% (1)	94.3% (2)	89.7% (1)	93.3% (1)	97.4% (1)	87.5% (2)
75.0% (5)	84.2% (4)	83.6% (3)	75.9% (6)	80.5% (5)	81.6% (4)	Production and presentation techniques used	82.2% (5)	80.5% (5)	85.8% (7)	85.8% (4)	86.8% (4)	75.0% (5)
62.5% (7)	81.6% (8)	80.6% (8)	70.7% (7)	73.6% (8)	77.3% (8)	Cost	74.4% (8)	71.3% (8)	65.5% (8)	78.4% (9)	88.9% (8)	62.5% (8)
87.5% (4)	84.2% (6)	82.8% (5)	77.6% (5)	75.9% (6)	79.9% (6)	Quality of performance by the television teacher	77.7% (6)	75.9% (6)	72.4% (5)	78.4% (6)	82.4% (5)	62.5% (7)
87.5% (6)	86.8% (3)	82.8% (4)	81.0% (4)	77.0% (4)	81.2% (3)	Adequacy of instruction for the individual student	92.6% (2)	88.5% (1)	89.7% (2)	95.5% (2)	97.4% (2)	100% (1)
100% (3)	89.5% (2)	83.6% (2)	96.6% (2)	87.4% (2)	87.4% (2)	Acceptance by the classroom teacher	82.3% (4)	80.5% (4)	91.4% (3)	79.3% (5)	84.2% (6)	87.5% (3)
62.5% (9)	78.9% (7)	70.1% (9)	67.2% (8)	71.3% (7)	71.2% (7)	Measured audience responses as a result of viewing	83.2% (3)	98.9% (3)	98.3% (4)	97.0% (3)	97.4% (3)	100% (4)
100% (2)	86.8% (5)	79.9% (7)	87.9% (3)	86.2% (3)	83.5% (5)	Extent of actual use	80.3% (7)	79.3% (7)	79.3% (6)	80.0% (7)	86.8% (7)	87.5% (6)
75.0% (8)	68.4% (9)	84.3% (6)	65.5% (9)	62.1% (9)	72.8% (9)	Feeling of producer that the best job possible was done with what there was to work with	66.8% (9)	57.5% (9)	56.9% (9)	75.6% (8)	71.1% (9)	62.5% (9)

Percent of Those Indicating Factor Used (Average Rank of Importance When Used)

Percent of Those Indicating Factor Used (Average Rank of Importance When Used)

In actual practice, assessment of the programs in the schools by their Acceptance by Classroom Teachers was indicated by 93.7 percent of those responding. A close second in the way respondents felt their ITV programs were actually assessed was on the basis of Content Appropriateness—as indicated by 92.1 percent of those responding to the survey. Assessment on the basis of Measured Audience Response was the least frequent way in actual practice. The second lowest ranked method of assessment was by the feeling of the teachers that the best job possible was done with what there was to work with.

When asked to indicate what practice of program assessment the respondents preferred to be used in the schools, the pattern of responses shifted slightly, but was significantly different in only two ways. The first exception was in using Measured Audience Responses to assess programs in the schools. In actual practice, 69.6 percent of the respondents indicated this way was actually practiced in the schools while 82.9 percent preferred that it would be used. It's rank of importance changed from seventh in actual practice to third in preferred practice. Acceptance by the classroom teacher as a way that programs are assessed ranked first in actual practice by 93.7 percent of those responding. In preferred practice, however, those indicating this method should be used dropped to 85.7 percent of the total—which placed its rank order of importance as fourth.

Those surveyed were also asked on what basis the effectiveness of a television program is made in the schools and how they think it should be made. The respondents were asked to list in rank order of importance the ways listed in the survey instrument—leaving blank any way listed they did not feel was important or that they thought was not being used in the schools. The responses were tabulated in two ways: first, by the number who considered the factor at all; then by the average rank order of those who did use the method listed to evaluate programs by their ITV staff.

On what basis is the effectiveness of a television program made in the schools, and how do you think this assessment **should** be made?

RANK ORDER OF ACTUAL PRACTICE							RANK ORDER OF PREFERRED PRACTICE					
CATV	ITFS	UNIV CCTV	SCHOOL CCTV	BDCST	TOTAL		TOTAL	BDCST	SCHOOL CCTV	UNIV CCTV	ITFS	CATV
6	33	96	54	76	253		252	75	54	96	33	6
100% (1)	90.9% (1)	**92.7% (1)**	92.6% (2)	92.1% (2)	92.1% (2)	Content Appropriateness	92.1% (1)	90.7% (2)	90.7% (1)	92.8% (1)	97.0% (1)	100% (2)
83.3% (5)	84.8% (5)	80.2% (5)	70.4% (6)	76.3% (6)	77.5% (6)	Production and presentation techniques used	30.6% (8)	30.0% (5)	70.4% (7)	82.3% (6)	90.9% (5)	66.4% (6)
66.4% (7)	81.8% (8)	79.2% (6)	61.1% (9)	65.8% (9)	71.9% (8)	Cost	71.8% (7)	66.4% (8)	59.3% (8)	78.1% (8)	84.8% (8)	66.4% (7)
100% (3)	84.8% (4)	87.5% (3)	77.8% (3)	82.9% (3)	83.4% (3)	Quality of performance and expertise of TV teacher	82.2% (5)	80.0% (6)	75.9% (5)	85.6% (5)	87.9% (6)	83.3% (4)
83.3% (4)	**93.9% (3)**	86.5% (4)	74.1% (5)	77.6% (4)	82.2% (4)	Adequacy of instruction for the individual student	90.9% (2)	**90.7% (1)**	87.0% (2)	91.7% (2)	**97.0% (2)**	**100% (1)**
100% (2)	90.9% (2)	**92.7% (2)**	**94.4% (1)**	**96.1% (1)**	**93.7% (1)**	Acceptance by the classroom teacher	85.7% (4)	84.0% (4)	87.0% (3)	84.4% (4)	90.9% (4)	83.3% (3)
66.4% (6)	84.8% (7)	74.0% (8)	63.0% (7)	61.8% (7)	69.6% (7)	Measured audience responses as a result of viewing	82.9% (3)	78.7% (3)	75.1% (4)	89.6% (3)	84.8% (3)	66.4% (5)
66.4% (8)	87.9% (6)	75.0% (9)	77.8% (4)	78.9% (5)	78.7% (5)	Extent of actual use	76.2% (6)	73.3% (7)	74.1% (6)	76.0% (7)	84.8% (7)	66.4% (8)
83.2% (9)	72.7% (9)	78.1% (7)	63.0% (8)	63.2% (8)	69.6% (9)	Feeling of teachers that the best job possible was done with what there was to work with	65.5% (9)	61.3% (9)	50.0% (9)	72.9% (9)	78.8% (9)	66.4% (9)

Percent of Those Indicating Factor Used (Average Rank of Importance When Used)

Percent of Those Indicating Factor Used (Average Rank of Importance When Used)

WHAT PROCEDURES ARE USED TO EVALUATE A PROGRAM?

Those surveyed were asked how they found out information about a program after it had been used. When combined for the total responses for all types of ITV facilities. 70.4 percent indicated they relied on the reactions of qualified personnel; 54.9 percent indicated they used survey forms to get this information; and 21.6 percent indicated this information was obtained by an assessment of audience responses in the form of tests.

The dominant way used by Broadcast operations was by survey forms sent out annually for all programs. The dominant way used by School CCTV facilities was a dependence on the reactions of a teacher planning committee review. University CCTV and ITFS facilities also depended on the reactions of qualified personnel more frequently than any other way reported, but more often used the television teacher and producer to review the programs.

How do you find out information about a program after it has been used? (Indicate below the most dominant way you use to get this information.)	TOTAL	BDCST	SCHOOL CCTV	UNIV CCTV	ITFS	CATV
	324	95	64	132	43	10
☐ Survey Forms	54.9%	82.1%	54.7%	35.6%	58.1%	70.0%
	Percent of Those Indicating This Response					
☐ Sent out annually for all programs	*44.3%*	*65.3%*	*40.0%*	*17.0%*	*40.0%*	*42.9%*
☐ Sent out weekly for all programs	*5.6%*	*2.6%*	*2.3%*	*8.5%*	*12.0%*	*0*
☐ Sent out only for specific selected programs	*22.5%*	*7.7%*	*34.3%*	*42.6%*	*16.0%*	*28.6%*
☐ Sent out with or as a part of the Teacher's Guide	*21.3%*	*20.5%*	*23.3%*	*12.1%*	*28.0%*	*28.6%*
☐ Assessment of Audience Responses (Tests)	21.6%	24.2%	17.2%	19.7%	23.3%	0
	Percent of Those Indicating This Response					
☐ Pre-tested on target audience before dissemination	*22.9%*	*39.1%*	*18.2%*	*7.7%*	*30.0%*	*0*
☐ Tested on sample target audience after dissemination	*25.7%*	*21.7%*	*45.5%*	*23.1%*	*20.0%*	*0*
☐ Test material sent to all using classroom teachers for them to administer to the target audience	*32.9%*	*26.1%*	*27.3%*	*50.0%*	*10.0%*	*0*
☐ Tests are broadcast as a part of the program itself	*11.4%*	*8.7%*	*9.1%*	*7.7%*	*30.0%*	*0*
☐ Dependence on the reactions of qualified personnel	70.4%	62.1%	70.3%	88.0%	65.1%	70.0%
	Percent of Those Indicating This Response					
☐ Teacher Planning Committee review	*30.7%*	*64.2%*	*28.9%*	*17.5%*	*28.6%*	*14.3%*
☐ Television teacher review only	*9.2%*	*6.8%*	*11.1%*	*5.8%*	*25.0%*	*14.3%*
☐ Producer review only	*1.8%*	*1.7%*	*2.2%*	*2.9%*	*0*	*14.3%*
☐ Television teacher and producer review	*36.8%*	*18.6%*	*24.4%*	*53.4%*	*32.1%*	*28.6%*
☐ Television teacher and/or producer classroom visitations.	*13.2%*	*6.8%*	*26.7%*	*12.6%*	*7.1%*	*14.3%*

The factor dominantly indicated by Broadcast operations, University CCTV and ITFS facilities was Accurate and Adequate Content Treatment. Slightly more respondents from School CCTV facilities listed Acceptance by Teachers than they did Content Treatment. However, in analyzing the data from all responses, the difference in relative rank order of these two factors is not significant. Actual Measured Learning Gains, as a factor considered important in deciding to continue an ITV series, was indicated by 67.4 percent of those responding which placed it sixth out of the ten ways listed.

Of those who indicated any of the ten factors were important in making these decisions, Accurate and Adequate Content Treatment and Acceptance by Teachers were ranked almost the same as the dominant factor considered. Ranking last in importance in all ITV facilities responding was the factor of the Cost of the program series.

Those surveyed were asked what factors they would consider important in making a decision to continue using an established series or to initially use a new series. The respondents were asked to rank the ten factors listed in the survey instrument in order of importance, leaving blank those factors they felt are not important to making this decision. The responses to this question were tabulated in two ways: first, by the number of those who indicated the factor was considered at all in making this decision; and then by the average rank order of those who did indicate that the factor was important and was used.

What factors would you consider important in making a decision to initially use a new series or to continue using an established series?

(Rank the following factors in order of importance, leaving blank those factors you feel are **not** important to making your decision.)

	TOTAL	BDCST	SCHOOL CCTV	UNIV CCTV	ITFS	CATV
	356	97	74	152	43	10
☐ Acceptance by teachers	78.1% (2)	80.4% (3)	**79.7% (1)**	75.7% (3)	81.4% (2)	**90.0% (1)**
☐ Acceptance by curriculum or planning committee	66.0% (4)	82.5% (1)	56.8% (5)	59.9% (4)	65.1% (5)	60.0% (2)
☐ Accurate and adequate content treatment	**84.8% (1)**	**89.7% (2)**	78.4% (2)	**84.2% (1)**	**88.4% (1)**	**90.0% (3)**
☐ Popularity, based on the extent and number of using classrooms	60.1% (7)	73.2% (6)	58.1% (8)	50.7% (8)	67.4% (4)	60.0% (7)
☐ Actual measured learning gains	67.4% (3)	71.1% (4)	66.2% (3)	68.4% (2)	60.5% (3)	80.0% (4)
☐ Degree of favorable, unsolicited reactions from teachers	53.9% (9)	54.6% (9)	55.4% (7)	53.3% (9)	51.2% (9)	50.0% (6)
☐ Cost	59.6% (10)	59.8% (10)	50.0% (10)	61.8% (10)	67.4% (10)	60.0% (10)
☐ Technical quality of the videotape	68.3% (8)	64.9% (8)	62.2% (6)	73.0% (7)	69.8% (8)	70.0% (8)
☐ Adequacy of production and presentation techniques	68.8% (6)	74.2% (7)	55.4% (9)	70.4% (6)	72.1% (7)	60.0% (9)
☐ How current the subject matter and treatment is	75.6% (5)	80.4% (5)	73.0% (4)	73.7% (5)	74.4% (6)	70.0% (5)

Percent of Those Indicating Factor Used
(Average Rank of Importance When Used)

The survey also sought information about whether locally-produced programs are pretested and changed if necessary before dissemination for use in the classroom. Nearly half of the respondents indicated that programs are not pretested before dissemination. Among those responding from Broadcast operations, however, the dominant response—as indicated by 45.8 percent of that group—was that programs are reviewed by staff members before dissemination and changed according to their reactions and comments. The least frequent way used was reported by the 13.8 percent who indicated that programs are validated by testing with students and revised until the desired response is consistently achieved.

Are the programs you locally produce pre-tested and changed before dissemination for use in the classroom?	TOTAL 320	BDCST 83	SCHOOL CCTV 65	UNIV CCTV 142	ITFS 40	CATV 10
☐ Programs are not pre-tested before dissemination	**47.8%**	33.7%	**53.8%**	**53.5%**	**42.5%**	30.0%
☐ Programs are tested before dissemination, but are not changed as a result	3.4%	2.4%	6.2%	2.1%	5.0%	0
☐ Programs are reviewed by staff members before dissemination and changed according to their reactions and comments	34.7%	**45.8%**	32.3%	29.6%	40.0%	**60.0%**
☐ Programs are validated by testing with students and revised until the desired response is consistently achieved	13.8%	18.1%	6.2%	14.8%	12.5%	10.0%

Those surveyed were also asked how much influence the results of any audience popularity surveys or program effectiveness evaluations have on programming decisions. The responses to this question varied greatly depending on the type of ITV facility reporting. From those responding for Broadcast operations, the dominant influence was seen in the 34.6 percent of the group who indicated that all programming decisions are based directly on the result of program evaluations. This way was also the dominant influence among those from School CCTV facilities where 36.2 percent of that group indicated using program evaluations directly. From those responding for ITFS facilities, the dominant influence was that all programming decisions are based directly on the results of audience surveys, as indicated by 34.2 percent of that group. Of those responding for University CCTV facilities, 39.3 percent indicated the dominant influence on programming decisions was program evaluations, but audience surveys are also conducted.

How much influence do the results of any audience survey or program evaluation have on programming decisions?	TOTAL 320	BDCST 81	SCHOOL CCTV 58	UNIV CCTV 107	ITFS 38	CATV 10
☐ Audience surveys are conducted but the results are not used in making program decisions	9.5%	3.7%	5.2%	14.0%	13.2%	0
☐ Audience surveys are considered but not program evaluations	5.8%	4.9%	1.7%	7.5%	7.9%	0
☐ All programming decisions based directly on the results of audience surveys	18.2%	24.7%	17.2%	7.5%	**34.2%**	10.0%
☐ Program evaluations considered but not audience surveys	**31.4%**	23.5%	**36.2%**	**39.3%**	23.7%	50.0%
☐ All programming decisions based directly on the results of program evaluations	28.8%	**34.6%**	**36.2%**	26.2%	15.8%	40.0%
☐ Program evaluations are conducted but the results are not used in making program decisions.	3.6%	2.5%	3.4%	4.7%	2.6%	0

ITV practitioners were also asked how they determine what should be changed in their productions as a result of any survey conducted or any assessment of effectiveness made. The dominant way reported by all types of ITV facilities responding was by the suggestions of classroom teachers. Test results of student responses was the second most frequent way as reported by 22.3 percent of the respondents.

How do you determine what should be changed in your productions as a result of any conducted survey or assessment of effectiveness?	TOTAL 319	BDCST 84	SCHOOL CCTV 64	UNIV CCTV 139	ITFS 42	CATV 10
☐ Suggestions of using classroom teachers	39.5%	28.6%	64.1%	36.6%	38.1%	50.0%
☐ Suggestions by planning committee members	16.3%	27.4%	15.6%	9.4%	19.0%	20.0%
☐ Suggestions by school administrators or supervisors	4.1%	7.1%	6.3%	0.7%	4.8%	0
☐ Suggestions by television teacher and or producer	17.9%	10.7%	7.8%	27.3%	16.7%	20.0%
☐ Test results of student responses	22.3%	26.2%	6.3%	26.6%	21.4%	10.0%

The dominant frequency of staff assessment, reported for all facilities except Broadcast operations, was the total of 27.4 percent who indicated staff assessment was made after each program. Of those responding for Broadcast operations, the 25.3 percent who conducted annual staff assessments, represented the dominant frequency for that group.

The responses for how frequently assessment of programs is sought from the users did not follow such a uniform pattern. 42.6 percent of those responding for Broadcast operations reported annual user assessment of programs. In School CCTV facilities, the dominant frequency was indicated by the 34.3 percent of the group who sought user assessment after each program. Seeking assessment only occasionally for special reports, etc., was indicated as dominant by those responding from University CCTV facilities. Seeking user assessments each semester was indicated by 34.9 percent of those responding from ITFS facilities and represented the dominant frequency for that group.

The survey sought information on how frequently assessment of programs are made by the ITV staff and how frequently these assessments are sought from the users of the programs.

	How frequently is an assessment of the programs sought from the users?							How frequently is an assessment of the programs made by your staff?					
	CATV 10	ITFS 43	UNIV CCTV 146	SCHOOL CCTV 70	BDCST 94	TOTAL 343		TOTAL 339	BDCST 91	SCHOOL CCTV 70	UNIV CCTV 145	ITFS 43	CATV 10
	50.0%	11.6%	24.7%	34.3%	12.8%	21.0%	After each program	27.4%	17.6%	24.3%	34.5%	32.6%	40.0%
	0	0	0.7%	2.9%	2.1%	1.5%	Daily	1.2%	1.1%	1.4%	1.4%	0	0
	0	4.7%	0.7%	1.4%	1.1%	1.5%	Weekly	5.6%	8.8%	4.3%	3.4%	9.3%	10.0%
	10.0%	4.7%	0.7%	4.3%	5.3%	2.9%	Monthly	5.3%	9.9%	8.6%	1.4%	4.7%	10.0%
	20.0%	34.9%	29.5%	12.9%	30.9%	27.4%	Each semester	18.3%	19.8%	11.4%	15.9%	30.2%	0
	0	30.2%	8.2%	20.0%	42.6%	23.9%	Annually	17.4%	25.3%	22.9%	11.0%	11.6%	10.0%
	10.0%	14.0%	31.5%	22.9%	4.3%	20.7%	Only occasionally	21.8%	16.5%	24.3%	27.6%	11.6%	30.0%
	10.0%	0	4.1%	1.4%	1.1%	2.0%	Never	2.9%	1.1%	2.9%	4.8%	0	0

Some Conclusions About This Report

The idea of this national survey came from the initial desire to know how instructional television programs were evaluated—to get some idea of what constituted a "good ITV program".

In drafting a survey instrument to seek out this information, it was soon realized that Evaluation did not and can not stand in isolation from the Planning, Production and Classroom Use of the material. It can not, indeed, stand in isolation from the complete context of ITV Design.

The total data yield from the survey that finally resulted provides for a rather complete analysis of ITV programming practices in the United States. Only a part of the implications of this survey can be inferred from the data included in this report.

The full survey data, including the complete breakdown of responses to the questions from each type of facility and from each of the ten geographic areas reporting is available from ERIC Clearinghouse on Educational Media and Technology at Stanford.

Use the results of this national survey in your attempts to continue to improve your service to children in our schools through your ITV facility.

Additional copies of this full report can be obtained from Great Plains National Instructional Television Library, P.O. Box 80669, Lincoln, Nebraska, 68501. They cost $1.65 each.

Dr. C. Edward Cavert
Research & Development
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